

Telephone Introduction:

Good morning/ afternoon. My name is AgentName and I am calling from an independent research agency RMG:Clarity in Cardiff. Firstly, can I assure you that we are NOT a sales company; we're simply conducting a short shopping survey in your area about shopping on behalf of Three Rivers District Council. Would you be kind enough to spare a few minutes of your time?

IF YES: "JUST TO INFORM YOU THAT THIS CALL IS BEING RECORDED FOR TRAINING AND QUALITY PURPOSES"

F1. Are you the person who is responsible for your household's main food shopping?

If not ask for person who is. If not available please thank respondent and close interview.

- ☐ 1 Yes
☐ 2 No

If = 2, Prompt interviewee with message 'Please thank respondent and close interview'

S_Postcode

F2. Can I please confirm your postcode is S_Postcode?

IF INCORRECT, PLEASE TYPE UNDER 'OTHER' BELOW

- ☐ 1 Postcode is correct
☐ 2 Other (specify)

Firstly, I'd like to ask you some questions about your MAIN food shopping

Q1a. Which store or shop do you buy most of your household's main food and grocery shopping?

DO NOT READ OUT. MARK ONE BOX ONLY

IF A PARTICULAR SHOP OR STORE IS MENTIONED, PLEASE ASK WHERE IT IS AND CODE THE RESPONSE ACCORDINGLY

IF 'OTHER' PLEASE SPECIFY STORE NAME, STREET/ROAD NAME AND TOWN E.G. Tesco, London Road, Amersham

- ☐ 1 Asda Dome Roundabout, Watford
☐ 2 Budgens, High Street, Abbots Langley
☐ 3 Budgens, Lower Road, Chorleywood
☐ 4 Budgens, Whippendell Road, Watford
☐ 5 Co-op Food, The Gossamers, Garston/Watford
☐ 6 Co-op, New Road, Croxley Green
☐ 7 Co-op, St Albans Road, Watford
☐ 8 Co-op, St Andrews Road, South Oxhey
☐ 9 Co-operative, Carpenders Park, Watford
☐ 10 Costco, Hartspring Lane, Watford
☐ 11 Costcutter, Broad Street, Chesham
☐ 12 Costcutter, Greenway Parade, Chesham
☐ 13 Costcutter, Hallows Crescent, South Oxhey
☐ 14 Costcutter, Haynes Way, Watford
☐ 15 Costcutter, Money Hill/Mill End, Rickmansworth
☐ 16 Costcutter, Scotts Hill, Croxley Green
☐ 17 Croxley Supermarket, Watford Road, Croxley Green
☐ 18 Fine Food, Main Avenue, Northwood, Moor Park

- ☐ 19 Hornets Supermarket, Queens Road, Watford
- ☐ 20 Hunton Bridge Stores, Old Mill Road, Kings Langley, Hunton Bridge
- ☐ 21 Iceland, High Street, Rickmansworth
- ☐ 22 Iceland, High Street, Watford
- ☐ 23 Iceland, Rayners Lane, Pinner
- ☐ 24 JJ May, Chorleywood
- ☐ 25 Marks & Spencer, Bishops Walk, Pinner
- ☐ 26 Marks & Spencer, BP station, Money Hill/Mill End, Rickmansworth
- ☐ 27 Marks & Spencer, High Street, Rickmansworth
- ☐ 28 Marks & Spencer, High Street, Watford Town Centre
- ☐ 29 Marks & Spencer, Packhorse Road, Gerrards Cross
- ☐ 30 Marks & Spencer, Sycamore Road, Amersham on the Hill
- ☐ 31 Morrisons, Uxbridge Road, Hatch End
- ☐ 32 Nisa, St Andrews Road, South Oxhey
- ☐ 33 North Watford Food, St Albans Road, Watford
- ☐ 34 One Stop, Little Chalfont
- ☐ 35 One Stop, Money Hill/Mill End, Rickmansworth
- ☐ 36 Park Gold Supermarket, Church Lane, Mill End, Rickmansworth
- ☐ 37 Post Office Sarratt, The Green, Rickmansworth
- ☐ 38 Premier Foods, Bushey Mill Lane, Watford near Chorleywood
- ☐ 39 Premier Foods, Little Oxhey Lane, Oxhey
- ☐ 40 Premier Foods, Prestwick Road, South Oxhey
- ☐ 41 Sainsbury's, Dome Roundabout, Watford
- ☐ 42 Sainsbury's, Elgiva Lane, Chesham
- ☐ 43 Sainsbury's, London Road, Apsley Mills, Hemel Hempstead
- ☐ 44 Sainsbury's, Long Drive, South Ruislip
- ☐ 45 Sainsbury's, Shenley Road, Woodhall Farm, Hemel Hempstead
- ☐ 46 Sainsbury's, Town Centre, Watford
- ☐ 47 Sainsbury's, Village Walk, Pinner
- ☐ 48 Spar, High Street, Kings Langley
- ☐ 49 SVG Food, Bushey Mill Lane, Watford
- ☐ 50 Tesco Express, Harcourt Road, Bushey
- ☐ 51 Tesco Express, Leavesden Green, Katherine Place, College Road, Abbots Langley
- ☐ 52 Tesco Express, Little Chalfont, Chenies Parade, Chalfont Station Road, Amersham
- ☐ 53 Tesco Express, Lower High Street, Watford
- ☐ 54 Tesco Express, Merritt House, Hill Avenue, Amersham
- ☐ 55 Tesco Express, Prestwick Road, Oxhey
- ☐ 56 Tesco Express, St Albans Road, Watford
- ☐ 57 Tesco Express, Tudor Parade, Rickmansworth
- ☐ 58 Tesco Express, Whippendell Road, Watford
- ☐ 59 Tesco Metro, High Street, Berkhamsted
- ☐ 60 Tesco, Ash Hill Drive, Pinner Green
- ☐ 61 Tesco, Gravel Hill, Gerrards Cross
- ☐ 62 Tesco, Harefield Road, Rickmansworth
- ☐ 63 Tesco, Jarman Park, Hemel Hempstead
- ☐ 64 Tesco, London Road, Amersham
- ☐ 65 Tesco, Station Road, Harrow
- ☐ 66 Tesco, Waterfields Way, Watford (edge of town centre/Bushey Arches)
- ☐ 67 Waitrose, Green Lane, Northwood
- ☐ 68 Waitrose, Homestead Road, Rickmansworth
- ☐ 69 Waitrose, Penn Road, Beaconsfield
- ☐ 70 Waitrose, St John's Well Lane, Berkhamstead
- ☐ 71 Waitrose, Sycamore Road, Amersham
- ☐ 72 Waitrose, The Backs, Chesham
- ☐ 73 Local stores, Baldwins Lane, Croxley Green
- ☐ 74 Local stores, Carpenders Park

- ☐ 75 Local stores, Casio Estate, Watford
- ☐ 76 Local stores, Chesham
- ☐ 77 Local stores, Chorleywood
- ☐ 78 Local stores, Church Lane, Rickmansworth/Mill End
- ☐ 79 Local stores, Garston
- ☐ 80 Local stores, Hallows Crescent Oxhey
- ☐ 81 Local stores, Harefield
- ☐ 82 Local stores, Holywell
- ☐ 83 Local stores, Kings Langley
- ☐ 84 Local stores, Leavesden
- ☐ 85 Local stores, Little Chalfont
- ☐ 86 Local stores, Little Oxhey Lane, Oxhey
- ☐ 87 Local stores, Maple Cross
- ☐ 88 Local stores, Money Hill/Mill End
- ☐ 89 Local stores, Moor Park
- ☐ 90 Local stores, New Road Croxley Green
- ☐ 91 Local stores, Prestwick Road, Oxhey
- ☐ 92 Local stores, Queens Road, Watford
- ☐ 93 Local stores, Rickmansworth
- ☐ 94 Local stores, South Oxhey
- ☐ 95 Local stores, St Albans Road, Watford
- ☐ 96 Local stores, Tudor Parade, Rickmansworth/Mill End
- ☐ 97 Local stores, Watford Road, Croxley Green
- ☐ 98 Local stores, Whippendell Road
- ☐ 99 Internet
- ☐ 100 Other (specify)

If = 99, do not ask 'Q2'

If = 99, do not ask 'Q3LOOP'

Q1b. Is there any other store or shop where you do your main food and grocery shopping?

DO NOT READ OUT. MARK ONE BOX ONLY

IF A PARTICULAR SHOP OR STORE IS MENTIONED, PLEASE ASK WHERE IT IS AND CODE THE RESPONSE ACCORDINGLY

IF 'OTHER' PLEASE SPECIFY STORE NAME, STREET/ROAD NAME AND TOWN E.G. Tesco, London Road, Amersham

- ☐ 1 Asda Dome Roundabout, Watford
- ☐ 2 Budgens, High Street, Abbots Langley
- ☐ 3 Budgens, Lower Road, Chorleywood
- ☐ 4 Budgens, Whippendell Road, Watford
- ☐ 5 Co-op Food, The Gossamers, Garston/Watford
- ☐ 6 Co-op, New Road, Croxley Green
- ☐ 7 Co-op, St Albans Road, Watford
- ☐ 8 Co-op, St Andrews Road, South Oxhey
- ☐ 9 Co-operative, Carpenders Park, Watford
- ☐ 10 Costco, Hartspring Lane, Watford
- ☐ 11 Costcutter, Broad Street, Chesham
- ☐ 12 Costcutter, Greenway Parade, Chesham
- ☐ 13 Costcutter, Hallows Crescent, South Oxhey
- ☐ 14 Costcutter, Haynes Way, Watford
- ☐ 15 Costcutter, Money Hill/Mill End, Rickmansworth
- ☐ 16 Costcutter, Scotts Hill, Croxley Green
- ☐ 17 Croxley Supermarket, Watford Road, Croxley Green
- ☐ 18 Fine Food, Main Avenue, Northwood, Moor Park
- ☐ 19 Hornets Supermarket, Queens Road, Watford
- ☐ 20 Hunton Bridge Stores, Old Mill Road, Kings Langley, Hunton Bridge

- ☐ 21 Iceland, High Street, Rickmansworth
- ☐ 22 Iceland, High Street, Watford
- ☐ 23 Iceland, Rayners Lane, Pinner
- ☐ 24 JJ May, Chorleywood
- ☐ 25 Marks & Spencer, Bishops Walk, Pinner
- ☐ 26 Marks & Spencer, BP station, Money Hill/Mill End, Rickmansworth
- ☐ 27 Marks & Spencer, High Street, Rickmansworth
- ☐ 28 Marks & Spencer, High Street, Watford Town Centre
- ☐ 29 Marks & Spencer, Packhorse Road, Gerrards Cross
- ☐ 30 Marks & Spencer, Sycamore Road, Amersham on the Hill
- ☐ 31 Morrisons, Uxbridge Road, Hatch End
- ☐ 32 Nisa, St Andrews Road, South Oxhey
- ☐ 33 North Watford Food, St Albans Road, Watford
- ☐ 34 One Stop, Little Chalfont
- ☐ 35 One Stop, Money Hill/Mill End, Rickmansworth
- ☐ 36 Park Gold Supermarket, Church Lane, Mill End, Rickmansworth
- ☐ 37 Post Office Sarratt, The Green, Rickmansworth
- ☐ 38 Premier Foods, Bushey Mill Lane, Watford near Chorleywood
- ☐ 39 Premier Foods, Little Oxhey Lane, Oxhey
- ☐ 40 Premier Foods, Prestwick Road, South Oxhey
- ☐ 41 Sainsbury's, Dome Roundabout, Watford
- ☐ 42 Sainsbury's, Elgiva Lane, Chesham
- ☐ 43 Sainsbury's, London Road, Apsley Mills, Hemel Hempstead
- ☐ 44 Sainsbury's, Long Drive, South Ruislip
- ☐ 45 Sainsbury's, Shenley Road, Woodhall Farm, Hemel Hempstead
- ☐ 46 Sainsbury's, Town Centre, Watford
- ☐ 47 Sainsbury's, Village Walk, Pinner
- ☐ 48 Spar, High Street, Kings Langley
- ☐ 49 SVG Food, Bushey Mill Lane, Watford
- ☐ 50 Tesco Express, Harcourt Road, Bushey
- ☐ 51 Tesco Express, Leavesden Green, Katherine Place, College Road, Abbots Langley
- ☐ 52 Tesco Express, Little Chalfont, Chenies Parade, Chalfont Station Road, Amersham
- ☐ 53 Tesco Express, Lower High Street, Watford
- ☐ 54 Tesco Express, Merritt House, Hill Avenue, Amersham
- ☐ 55 Tesco Express, Prestwick Road, Oxhey
- ☐ 56 Tesco Express, St Albans Road, Watford
- ☐ 57 Tesco Express, Tudor Parade, Rickmansworth
- ☐ 58 Tesco Express, Whippendell Road, Watford
- ☐ 59 Tesco Metro, High Street, Berkhamsted
- ☐ 60 Tesco, Ash Hill Drive, Pinner Green
- ☐ 61 Tesco, Gravel Hill, Gerrards Cross
- ☐ 62 Tesco, Harefield Road, Rickmansworth
- ☐ 63 Tesco, Jarman Park, Hemel Hempstead
- ☐ 64 Tesco, London Road, Amersham
- ☐ 65 Tesco, Station Road, Harrow
- ☐ 66 Tesco, Waterfields Way, Watford (edge of town centre/Bushey Arches)
- ☐ 67 Waitrose, Green Lane, Northwood
- ☐ 68 Waitrose, Homestead Road, Rickmansworth
- ☐ 69 Waitrose, Penn Road, Beaconsfield
- ☐ 70 Waitrose, St John's Well Lane, Berkhamstead
- ☐ 71 Waitrose, Sycamore Road, Amersham
- ☐ 72 Waitrose, The Backs, Chesham
- ☐ 73 Local stores, Baldwins Lane, Croxley Green
- ☐ 74 Local stores, Carpenders Park
- ☐ 75 Local stores, Casio Estate, Watford
- ☐ 76 Local stores, Chesham

- ☐ 77 Local stores, Chorleywood
- ☐ 78 Local stores, Church Lane, Rickmansworth/Mill End
- ☐ 79 Local stores, Garston
- ☐ 80 Local stores, Hallowes Crescent Oxhey
- ☐ 81 Local stores, Harefield
- ☐ 82 Local stores, Holywell
- ☐ 83 Local stores, Kings Langley
- ☐ 84 Local stores, Leavesden
- ☐ 85 Local stores, Little Chalfont
- ☐ 86 Local stores, Little Oxhey Lane, Oxhey
- ☐ 87 Local stores, Maple Cross
- ☐ 88 Local stores, Money Hill/Mill End
- ☐ 89 Local stores, Moor Park
- ☐ 90 Local stores, New Road Croxley Green
- ☐ 91 Local stores, Prestwick Road, Oxhey
- ☐ 92 Local stores, Queens Road, Watford
- ☐ 93 Local stores, Rickmansworth
- ☐ 94 Local stores, South Oxhey
- ☐ 95 Local stores, St Albans Road, Watford
- ☐ 96 Local stores, Tudor Parade, Rickmansworth/Mill End
- ☐ 97 Local stores, Watford Road, Croxley Green
- ☐ 98 Local stores, Whippendell Road
- ☐ 99 Internet
- ☐ 100 No other store used
- ☐ 101 Other (specify)

If = 99, do not ask 'Q2'

If = 99, do not ask 'Q3LOOP'

Q2. When you do your household's main food shopping at Q1a, how do you usually travel?

DO NOT READ OUT. MARK ONE BOX ONLY

PLEASE REMEMBER TO ASK "DRIVER" OR "PASSENGER", IF RESPONDENT TRAVELS BY CAR/VAN

- ☐ 1 Car/Van (as driver)
- ☐ 2 Car/Van (as passenger)
- ☐ 3 Bicycle
- ☐ 4 Bus/ coach
- ☐ 5 Goods delivered
- ☐ 6 Mobility scooter
- ☐ 7 Motorcycle
- ☐ 8 Taxi
- ☐ 9 Train
- ☐ 10 Walk
- ☐ 11 Other (specify)

Q3. Thinking about your last MAIN food and grocery shopping trip to Q1a, where did your trip...

READ OUT. MARK ONE BOX ON EACH ROW

1	2	3	4	5	6	7	8
Home	Work	Anoth	Intern	Unive	Leisur	Friend	Hospit
		er	et /	rsity /	e	/	al /
		store	Home	Colleg	facilit	Relati	Docto
		/	Delive	e /	y - inc.	ves	rs /
		servic	ry	Schoo	Churc	house	Medic

			e -		l	h		al
			inc.					
			Bank /					
			Post					
			Office					
Start from:	☐	☐	☐	☐	☐	☐	☐	☐
End:	☐	☐	☐	☐	☐	☐	☐	☐

Now, I'd like to ask you some questions about your TOP-UP food shopping

Q4. At which store or shop do you buy most of your household's small scale / top-up shopping?

DO NOT READ OUT. MARK ONE BOX ONLY

IF A PARTICULAR SHOP OR STORE IS MENTIONED, PLEASE ASK WHERE IT IS AND CODE THE RESPONSE ACCORDINGLY

IF 'OTHER' PLEASE SPECIFY STORE NAME, STREET NAME AND TOWN E.G. Tesco, London Road, Amersham

- ☐ 1 Asda Dome Roundabout, Watford
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- ☐ 5 Co-op Food, The Gossamers, Garston/Watford
- ☐ 6 Co-op, New Road, Croxley Green
- ☐ 7 Co-op, St Albans Road, Watford
- ☐ 8 Co-op, St Andrews Road, South Oxhey
- ☐ 9 Co-operative, Carpenders Park, Watford
- ☐ 10 Costco, Hartspring Lane, Watford
- ☐ 11 Costcutter, Broad Street, Chesham
- ☐ 12 Costcutter, Greenway Parade, Chesham
- ☐ 13 Costcutter, Hallowes Crescent, South Oxhey
- ☐ 14 Costcutter, Haynes Way, Watford
- ☐ 15 Costcutter, Money Hill/Mill End, Rickmansworth
- ☐ 16 Costcutter, Scotts Hill, Croxley Green
- ☐ 17 Croxley Supermarket, Watford Road, Croxley Green
- ☐ 18 Fine Food, Main Avenue, Northwood, Moor Park
- ☐ 19 Hornets Supermarket, Queens Road, Watford
- ☐ 20 Hunton Bridge Stores, Old Mill Road, Kings Langley, Hunton Bridge
- ☐ 21 Iceland, High Street, Rickmansworth
- ☐ 22 Iceland, High Street, Watford
- ☐ 23 Iceland, Rayners Lane, Pinner
- ☐ 24 JJ May, Chorleywood
- ☐ 25 Marks & Spencer, Bishops Walk, Pinner
- ☐ 26 Marks & Spencer, BP station, Money Hill/Mill End, Rickmansworth
- ☐ 27 Marks & Spencer, High Street, Rickmansworth
- ☐ 28 Marks & Spencer, High Street, Watford Town Centre
- ☐ 29 Marks & Spencer, Packhorse Road, Gerrards Cross
- ☐ 30 Marks & Spencer, Sycamore Road, Amersham on the Hill
- ☐ 31 Morrisons, Uxbridge Road, Hatch End
- ☐ 32 Nisa, St Andrews Road, South Oxhey
- ☐ 33 North Watford Food, St Albans Road, Watford
- ☐ 34 One Stop, Little Chalfont
- ☐ 35 One Stop, Money Hill/Mill End, Rickmansworth
- ☐ 36 Park Gold Supermarket, Church Lane, Mill End, Rickmansworth
- ☐ 37 Post Office Sarratt, The Green, Rickmansworth
- ☐ 38 Premier Foods, Bushey Mill Lane, Watford near Chorleywood

- ☐ 39 Premier Foods, Little Oxhey Lane, Oxhey
- ☐ 40 Premier Foods, Prestwick Road, South Oxhey
- ☐ 41 Sainsbury's, Dome Roundabout, Watford
- ☐ 42 Sainsbury's, Elgiva Lane, Chesham
- ☐ 43 Sainsbury's, London Road, Apsley Mills, Hemel Hempstead
- ☐ 44 Sainsbury's, Long Drive, South Ruislip
- ☐ 45 Sainsbury's, Shenley Road, Woodhall Farm, Hemel Hempstead
- ☐ 46 Sainsbury's, Town Centre, Watford
- ☐ 47 Sainsbury's, Village Walk, Pinner
- ☐ 48 Spar, High Street, Kings Langley
- ☐ 49 SVG Food, Bushey Mill Lane, Watford
- ☐ 50 Tesco Express, Harcourt Road, Bushey
- ☐ 51 Tesco Express, Leavesden Green, Katherine Place, College Road, Abbots Langley
- ☐ 52 Tesco Express, Little Chalfont, Chenies Parade, Chalfont Station Road, Amersham
- ☐ 53 Tesco Express, Lower High Street, Watford
- ☐ 54 Tesco Express, Merritt House, Hill Avenue, Amersham
- ☐ 55 Tesco Express, Prestwick Road, Oxhey
- ☐ 56 Tesco Express, St Albans Road, Watford
- ☐ 57 Tesco Express, Tudor Parade, Rickmansworth
- ☐ 58 Tesco Express, Whippendell Road, Watford
- ☐ 59 Tesco Metro, High Street, Berkhamsted
- ☐ 60 Tesco, Ash Hill Drive, Pinner Green
- ☐ 61 Tesco, Gravel Hill, Gerrards Cross
- ☐ 62 Tesco, Harefield Road, Rickmansworth
- ☐ 63 Tesco, Jarman Park, Hemel Hempstead
- ☐ 64 Tesco, London Road, Amersham
- ☐ 65 Tesco, Station Road, Harrow
- ☐ 66 Tesco, Waterfields Way, Watford (edge of town centre/Bushey Arches)
- ☐ 67 Waitrose, Green Lane, Northwood
- ☐ 68 Waitrose, Homestead Road, Rickmansworth
- ☐ 69 Waitrose, Penn Road, Beaconsfield
- ☐ 70 Waitrose, St John's Well Lane, Berkhamstead
- ☐ 71 Waitrose, Sycamore Road, Amersham
- ☐ 72 Waitrose, The Backs, Chesham
- ☐ 73 Local stores, Baldwins Lane, Croxley Green
- ☐ 74 Local stores, Carpenders Park
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- ☐ 89 Local stores, Moor Park
- ☐ 90 Local stores, New Road Croxley Green
- ☐ 91 Local stores, Prestwick Road, Oxhey
- ☐ 92 Local stores, Queens Road, Watford
- ☐ 93 Local stores, Rickmansworth
- ☐ 94 Local stores, South Oxhey

- ☐ 95 Local stores, St Albans Road, Watford
- ☐ 96 Local stores, Tudor Parade, Rickmansworth/Mill End
- ☐ 97 Local stores, Watford Road, Croxley Green
- ☐ 98 Local stores, Whippendell Road
- ☐ 99 Internet
- ☐ 100 Don't do top-up shopping
- ☐ 101 Other (specify)

Now, I'd like to ask you some questions about your NON-FOOD Shopping

Q5a. In which town or centre do you buy most of your household's non-food shopping?

DO NOT READ OUT. MARK ONE BOX ONLY

IF RESPONDENT STATES A SPECIFIC STORE E.G. IKEA, PLEASE ASK WHICH TOWN THIS IS IN AND DETERMINE WHETHER THIS IS IN-TOWN OR IN AN OUT-OF-TOWN RETAIL WAREHOUSE/PARK

IF RESPONSES CANNOT BE SELECTED IN THE MAIN LIST PLEASE SPECIFY: NAME OF TOWN CENTRE OR RETAIL PARK

IF DON'T BUY, PLEASE PROBE FURTHER

- ☐ 1 Abbots Langley
- ☐ 2 Amersham
- ☐ 3 Bluewater
- ☐ 4 Bushey
- ☐ 5 Chorleywood
- ☐ 6 Croxley Green
- ☐ 7 Harrow
- ☐ 8 Hemel Hempstead
- ☐ 9 High Wycombe
- ☐ 10 Kings Langley
- ☐ 11 London-Brent Cross
- ☐ 12 London-West End
- ☐ 13 London-Westfield
- ☐ 14 Oxford
- ☐ 15 Oxhey/South Oxhey
- ☐ 16 Rickmansworth
- ☐ 17 Slough
- ☐ 18 St Albans
- ☐ 19 Thurrock Lakeside
- ☐ 20 Uxbridge
- ☐ 21 Watford
- ☐ 22 Retail Parks/ Out of Centre - Watford Riverside Drive
- ☐ 23 Retail Parks/ Out of Centre - Watford St Albans Road
- ☐ 24 Retail Parks/ Out of Centre - Costco, Watford
- ☐ 25 Retail Parks/ Out of Centre - Watford (Bushey Arches)
- ☐ 26 Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans
- ☐ 27 Internet
- ☐ 28 Catalogue/ mail order
- ☐ 29 Don't buy (PROBE FURTHER BEFORE SELECTING THIS RESPONSE)
- ☐ 30 Other (specify)

If = 29, Prompt interviewee with message 'PLEASE PROBE FURTHER'

If = 27, 28, do not ask 'Q7LOOP'

If = 27, 28, do not ask 'Q6'

Q5b. Is there any other town or centre where you buy your household's non-food shopping?

DO NOT READ OUT. MARK ONE BOX ONLY

IF RESPONDENT STATES A SPECIFIC STORE E.G. IKEA, PLEASE ASK WHICH TOWN THIS IS IN AND DETERMINE WHETHER THIS IS IN-TOWN OR IN AN OUT-OF-TOWN RETAIL WAREHOUSE/PARK

IF RESPONSES CANNOT BE SELECTED IN THE MAIN LIST PLEASE SPECIFY: NAME OF TOWN CENTRE OR RETAIL PARK

IF DON'T BUY, PLEASE PROBE FURTHER

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- ☐ 3 Bluewater
- ☐ 4 Bushey
- ☐ 5 Chorleywood
- ☐ 6 Croxley Green
- ☐ 7 Harrow
- ☐ 8 Hemel Hempstead
- ☐ 9 High Wycombe
- ☐ 10 Kings Langley
- ☐ 11 London-Brent Cross
- ☐ 12 London-West End
- ☐ 13 London-Westfield
- ☐ 14 Oxford
- ☐ 15 Oxhey/South Oxhey
- ☐ 16 Rickmansworth
- ☐ 17 Slough
- ☐ 18 St Albans
- ☐ 19 Thurrock Lakeside
- ☐ 20 Uxbridge
- ☐ 21 Watford
- ☐ 22 Retail Parks/ Out of Centre - Watford Riverside Drive
- ☐ 23 Retail Parks/ Out of Centre - Watford St Albans Road
- ☐ 24 Retail Parks/ Out of Centre - Costco, Watford
- ☐ 25 Retail Parks/ Out of Centre - Watford (Bushey Arches)
- ☐ 26 Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans
- ☐ 27 Internet
- ☐ 28 Catalogue/ mail order
- ☐ 29 No other town or centre visited
- ☐ 30 Other (specify)

If = 27, 28, do not ask 'Q7LOOP'
If = 27, 28, do not ask 'Q6'

Q6. When you shop for non-food goods, how do you usually travel?

DO NOT READ OUT. MARK ONE BOX ONLY

PLEASE REMEMBER TO ASK "DRIVER" OR "PASSENGER", IF RESPONDENT TRAVELS BY CAR/VAN

- ☐ 1 Car/Van (as driver)
- ☐ 2 Car/Van (as passenger)
- ☐ 3 Bicycle
- ☐ 4 Bus/ coach
- ☐ 5 Goods delivered
- ☐ 6 Mobility scooter
- ☐ 7 Motorcycle
- ☐ 8 Taxi

- ☐ 9 Train
☐ 10 Walk
☐ 11 Other (specify)

Q7. Thinking about your last NON-FOOD shopping trip to Q5a, where did your trip...

READ OUT. MARK ONE BOX ON EACH ROW

	1	2	3	4	5	6	7	8
	Home	Work	Another store / service - inc. Bank / Post Office	Internet / Home Delivery	University / College / School	Leisure facilities - inc. Church	Friends / Relatives house	Hospital / Doctors / Medical
Start from:	☐	☐	☐	☐	☐	☐	☐	☐
End:	☐	☐	☐	☐	☐	☐	☐	☐

Q8a. At which town or location does your household spend most on clothes or shoes?

DO NOT READ OUT. MARK ONE BOX ONLY

- ☐ 1 Abbots Langley
☐ 2 Amersham
☐ 3 Bluewater
☐ 4 Bushey
☐ 5 Chorleywood
☐ 6 Croxley Green
☐ 7 Harrow
☐ 8 Hemel Hempstead
☐ 9 High Wycombe
☐ 10 Kings Langley
☐ 11 London-Brent Cross
☐ 12 London-West End
☐ 13 London-Westfield
☐ 14 Oxford
☐ 15 Oxhey/South Oxhey
☐ 16 Rickmansworth
☐ 17 Slough
☐ 18 St Albans
☐ 19 Thurrock Lakeside
☐ 20 Uxbridge
☐ 21 Watford
☐ 22 Retail Parks/ Out of Centre - Watford Riverside Drive
☐ 23 Retail Parks/ Out of Centre - Watford St Albans Road
☐ 24 Retail Parks/ Out of Centre - Costco, Watford
☐ 25 Retail Parks/ Out of Centre - Watford (Bushey Arches)
☐ 26 Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans
☐ 27 Internet
☐ 28 Catalogue/ mail order
☐ 29 Other (specify)

Q8b. At which town or centre does your household spend most money on domestic electrical appliances (e.g. fridges and kitchen items)?

DO NOT READ OUT. MARK ONE BOX ONLY

- ☐ 1 Abbots Langley
- ☐ 2 Amersham
- ☐ 3 Bluewater
- ☐ 4 Bushey
- ☐ 5 Chorleywood
- ☐ 6 Croxley Green
- ☐ 7 Harrow
- ☐ 8 Hemel Hempstead
- ☐ 9 High Wycombe
- ☐ 10 Kings Langley
- ☐ 11 London-Brent Cross
- ☐ 12 London-West End
- ☐ 13 London-Westfield
- ☐ 14 Oxford
- ☐ 15 Oxhey/South Oxhey
- ☐ 16 Rickmansworth
- ☐ 17 Slough
- ☐ 18 St Albans
- ☐ 19 Thurrock Lakeside
- ☐ 20 Uxbridge
- ☐ 21 Watford
- ☐ 22 Retail Parks/ Out of Centre - Watford Riverside Drive
- ☐ 23 Retail Parks/ Out of Centre - Watford St Albans Road
- ☐ 24 Retail Parks/ Out of Centre - Costco, Watford
- ☐ 25 Retail Parks/ Out of Centre - Watford (Bushey Arches)
- ☐ 26 Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans
- ☐ 27 Internet
- ☐ 28 Catalogue/ mail order
- ☐ 29 Other (specify)

Q8c. At which location does your household spend most money on other electrical goods such as TV / Hi-Fi and computers?

DO NOT READ OUT. MARK ONE BOX ONLY

- ☐ 1 Abbots Langley
- ☐ 2 Amersham
- ☐ 3 Bluewater
- ☐ 4 Bushey
- ☐ 5 Chorleywood
- ☐ 6 Croxley Green
- ☐ 7 Harrow
- ☐ 8 Hemel Hempstead
- ☐ 9 High Wycombe
- ☐ 10 Kings Langley
- ☐ 11 London-Brent Cross
- ☐ 12 London-West End
- ☐ 13 London-Westfield
- ☐ 14 Oxford
- ☐ 15 Oxhey/South Oxhey
- ☐ 16 Rickmansworth
- ☐ 17 Slough

- ☐ 18 St Albans
- ☐ 19 Thurrock Lakeside
- ☐ 20 Uxbridge
- ☐ 21 Watford
- ☐ 22 Retail Parks/ Out of Centre - Watford Riverside Drive
- ☐ 23 Retail Parks/ Out of Centre - Watford St Albans Road
- ☐ 24 Retail Parks/ Out of Centre - Costco, Watford
- ☐ 25 Retail Parks/ Out of Centre - Watford (Bushey Arches)
- ☐ 26 Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans
- ☐ 27 Internet
- ☐ 28 Catalogue/ mail order
- ☐ 29 Other (specify)

Q8d. Which town or centre does your household spend most money on furniture, soft furnishings or floor coverings?

DO NOT READ OUT. MARK ONE BOX ONLY

- ☐ 1 Abbots Langley
- ☐ 2 Amersham
- ☐ 3 Bluewater
- ☐ 4 Bushey
- ☐ 5 Chorleywood
- ☐ 6 Croxley Green
- ☐ 7 Harrow
- ☐ 8 Hemel Hempstead
- ☐ 9 High Wycombe
- ☐ 10 Kings Langley
- ☐ 11 London-Brent Cross
- ☐ 12 London-West End
- ☐ 13 London-Westfield
- ☐ 14 Oxford
- ☐ 15 Oxhey/South Oxhey
- ☐ 16 Rickmansworth
- ☐ 17 Slough
- ☐ 18 St Albans
- ☐ 19 Thurrock Lakeside
- ☐ 20 Uxbridge
- ☐ 21 Watford
- ☐ 22 Retail Parks/ Out of Centre - Watford Riverside Drive
- ☐ 23 Retail Parks/ Out of Centre - Watford St Albans Road
- ☐ 24 Retail Parks/ Out of Centre - Costco, Watford
- ☐ 25 Retail Parks/ Out of Centre - Watford (Bushey Arches)
- ☐ 26 Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans
- ☐ 27 Internet
- ☐ 28 Catalogue/ mail order
- ☐ 29 Other (specify)

Q8e. Which town or centre does your household spend most money on DIY / hardware or garden items?

DO NOT READ OUT. MARK ONE BOX ONLY

- ☐ 1 Abbots Langley
- ☐ 2 Amersham
- ☐ 3 Bluewater
- ☐ 4 Bushey
- ☐ 5 Chorleywood

- ☐ 6 Croxley Green
- ☐ 7 Harrow
- ☐ 8 Hemel Hempstead
- ☐ 9 High Wycombe
- ☐ 10 Kings Langley
- ☐ 11 London-Brent Cross
- ☐ 12 London-West End
- ☐ 13 London-Westfield
- ☐ 14 Oxford
- ☐ 15 Oxhey/South Oxhey
- ☐ 16 Rickmansworth
- ☐ 17 Slough
- ☐ 18 St Albans
- ☐ 19 Thurrock Lakeside
- ☐ 20 Uxbridge
- ☐ 21 Watford
- ☐ 22 Retail Parks/ Out of Centre - Watford Riverside Drive
- ☐ 23 Retail Parks/ Out of Centre - Watford St Albans Road
- ☐ 24 Retail Parks/ Out of Centre - Costco, Watford
- ☐ 25 Retail Parks/ Out of Centre - Watford (Bushey Arches)
- ☐ 26 Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans
- ☐ 27 Internet
- ☐ 28 Catalogue/ mail order
- ☐ 29 Other (specify)

Q8f. Which town or centre does your household spend most money on other non-food items such as books, CD's, toys and gifts?

DO NOT READ OUT. MARK ONE BOX ONLY

- ☐ 1 Abbots Langley
- ☐ 2 Amersham
- ☐ 3 Bluewater
- ☐ 4 Bushey
- ☐ 5 Chorleywood
- ☐ 6 Croxley Green
- ☐ 7 Harrow
- ☐ 8 Hemel Hempstead
- ☐ 9 High Wycombe
- ☐ 10 Kings Langley
- ☐ 11 London-Brent Cross
- ☐ 12 London-West End
- ☐ 13 London-Westfield
- ☐ 14 Oxford
- ☐ 15 Oxhey/South Oxhey
- ☐ 16 Rickmansworth
- ☐ 17 Slough
- ☐ 18 St Albans
- ☐ 19 Thurrock Lakeside
- ☐ 20 Uxbridge
- ☐ 21 Watford
- ☐ 22 Retail Parks/ Out of Centre - Watford Riverside Drive
- ☐ 23 Retail Parks/ Out of Centre - Watford St Albans Road
- ☐ 24 Retail Parks/ Out of Centre - Costco, Watford
- ☐ 25 Retail Parks/ Out of Centre - Watford (Bushey Arches)
- ☐ 26 Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans

- ☐ 27 Internet
☐ 28 Catalogue/ mail order
☐ 29 Other (specify)

Q9. How often do you and your family visit the...?

READ OUT. MARK ONE BOX PER ROW

	1 More than once a week	2 Once a week	3 Once a fortnight	4 Once every three weeks	5 Once a month	6 Less often	7 Never
a) Cinema	☐	☐	☐	☐	☐	☐	☐
b) Theatre	☐	☐	☐	☐	☐	☐	☐
c) Pub / bar	☐	☐	☐	☐	☐	☐	☐
d) Restaurant	☐	☐	☐	☐	☐	☐	☐
e) Nightclub	☐	☐	☐	☐	☐	☐	☐
f) Bingo	☐	☐	☐	☐	☐	☐	☐
g) Heath and fitness	☐	☐	☐	☐	☐	☐	☐
h) Tenpin bowling	☐	☐	☐	☐	☐	☐	☐
i) Library	☐	☐	☐	☐	☐	☐	☐

If a) =7 do not ask Q9a

If b) =7 do not ask Q9b

If c) =7 do not ask Q9c

If d) =7 do not ask Q9d

If e) =7 do not ask Q9e

If f) =7 do not ask Q9f

If g) =7 do not ask Q9g

If h) =7 do not ask Q9h

If i) =7 do not ask Q9i

Q9a. Where did you and your family last visit the cinema?

DO NOT READ OUT. MARK ONE BOX ONLY

INTERVIEWERS NOTE: ONLY ENTER THE LOCATION

- ☐ 1 Berkhamstead
☐ 2 Gerrards Cross
☐ 3 Harrow
☐ 4 Hemel Hempstead
☐ 5 High Wycombe
☐ 6 London Other
☐ 7 London West End
☐ 8 London - Westfield
☐ 9 Uxbridge
☐ 10 Watford / Garston / Vue
☐ 11 Other (specify)

Q9b. Where did you and your family last visit the theatre?

DO NOT READ OUT. MARK ONE BOX ONLY

INTERVIEWERS NOTE: ONLY ENTER THE LOCATION

- ☐ 1 Bushey
☐ 2 High Wycombe

- ☐ 3 London Other
- ☐ 4 London West End
- ☐ 5 Rickmansworth
- ☐ 6 Watford
- ☐ 7 Other (specify)

Q9c. Where did you and your family last visit a pub / bar?

DO NOT READ OUT. MARK ONE BOX ONLY

INTERVIEWERS NOTE: ONLY ENTER THE LOCATION

- ☐ 1 Abbots Langley
- ☐ 2 Berkhamstead
- ☐ 3 Bovingdon
- ☐ 4 Bushey
- ☐ 5 Carpenders Park
- ☐ 6 Chesham
- ☐ 7 Chipperfield
- ☐ 8 Chorleywood
- ☐ 9 Croxley Green
- ☐ 10 Garston
- ☐ 11 Harefield
- ☐ 12 Hatch End
- ☐ 13 Hemel Hempstead
- ☐ 14 Kings Langley
- ☐ 15 Leavesden
- ☐ 16 Maple Cross
- ☐ 17 Northwood
- ☐ 18 Oxhey
- ☐ 19 Pinner
- ☐ 20 Rickmansworth
- ☐ 21 Sarratt
- ☐ 22 Watford (other)
- ☐ 23 Watford (Town Centre)
- ☐ 24 Other (specify)

Q9d. Where did you and your family last visit restaurants?

DO NOT READ OUT. MARK ONE BOX ONLY

INTERVIEWERS NOTE: ONLY ENTER THE LOCATION

- ☐ 1 Abbots Langley
- ☐ 2 Berkhamstead
- ☐ 3 Bovingdon
- ☐ 4 Bushey
- ☐ 5 Carpenders Park
- ☐ 6 Chesham
- ☐ 7 Chipperfield
- ☐ 8 Chorleywood
- ☐ 9 Croxley Green
- ☐ 10 Garston
- ☐ 11 Harefield
- ☐ 12 Hatch End
- ☐ 13 Hemel Hempstead

- ☐ 14 Kings Langley
- ☐ 15 Leavesden
- ☐ 16 Maple Cross
- ☐ 17 Northwood
- ☐ 18 Oxhey
- ☐ 19 Pinner
- ☐ 20 Rickmansworth
- ☐ 21 Sarratt
- ☐ 22 Watford (other)
- ☐ 23 Watford (Town Centre)
- ☐ 24 Other (specify)

Q9e. Where did you and your family last visit nightclubs?

DO NOT READ OUT. MARK ONE BOX ONLY

INTERVIEWERS NOTE: ONLY ENTER THE LOCATION

- ☐ 1 Abbots Langley
- ☐ 2 Berkhamstead
- ☐ 3 Bovingdon
- ☐ 4 Bushey
- ☐ 5 Carpenders Park
- ☐ 6 Chesham
- ☐ 7 Chipperfield
- ☐ 8 Chorleywood
- ☐ 9 Croxley Green
- ☐ 10 Garston
- ☐ 11 Harefield
- ☐ 12 Hatch End
- ☐ 13 Hemel Hempstead
- ☐ 14 Kings Langley
- ☐ 15 Leavesden
- ☐ 16 Maple Cross
- ☐ 17 Northwood
- ☐ 18 Oxhey
- ☐ 19 Pinner
- ☐ 20 Rickmansworth
- ☐ 21 Sarratt
- ☐ 22 Watford (other)
- ☐ 23 Watford (Town Centre)
- ☐ 24 Other (specify)

Q9f. Where did you and your family last play bingo?

DO NOT READ OUT. MARK ONE BOX ONLY

INTERVIEWERS NOTE: ONLY ENTER THE LOCATION

- ☐ 1 Abbots Langley
- ☐ 2 Berkhamstead
- ☐ 3 Bovingdon
- ☐ 4 Bushey
- ☐ 5 Carpenders Park
- ☐ 6 Chesham
- ☐ 7 Chipperfield

- ☐ 8 Chorleywood
- ☐ 9 Croxley Green
- ☐ 10 Garston
- ☐ 11 Harefield
- ☐ 12 Hatch End
- ☐ 13 Hemel Hempstead
- ☐ 14 Kings Langley
- ☐ 15 Leavesden
- ☐ 16 Maple Cross
- ☐ 17 Northwood
- ☐ 18 Oxhey
- ☐ 19 Pinner
- ☐ 20 Rickmansworth
- ☐ 21 Sarratt
- ☐ 22 Watford (other)
- ☐ 23 Watford (Town Centre)
- ☐ 24 Other (specify)

Q9g. Where did you and your family last visit a health club / fitness centre?

DO NOT READ OUT. MARK ONE BOX ONLY

INTERVIEWERS NOTE: ONLY ENTER THE LOCATION

- ☐ 1 Abbots Langley
- ☐ 2 Berkhamstead
- ☐ 3 Bovingdon
- ☐ 4 Bushey
- ☐ 5 Carpenders Park
- ☐ 6 Chesham
- ☐ 7 Chipperfield
- ☐ 8 Chorleywood
- ☐ 9 Croxley Green
- ☐ 10 Garston
- ☐ 11 Harefield
- ☐ 12 Hatch End
- ☐ 13 Hemel Hempstead
- ☐ 14 Kings Langley
- ☐ 15 Leavesden
- ☐ 16 Maple Cross
- ☐ 17 Northwood
- ☐ 18 Oxhey
- ☐ 19 Pinner
- ☐ 20 Rickmansworth
- ☐ 21 Sarratt
- ☐ 22 Watford (other)
- ☐ 23 Watford (Town Centre)
- ☐ 24 Other (specify)

Q9h. Where did you and your family last go bowling?

DO NOT READ OUT. MARK ONE BOX ONLY

INTERVIEWERS NOTE: ONLY ENTER THE LOCATION

- ☐ 1 Harrow

- ☐ 2 Hemel Hempstead
- ☐ 3 High Wycombe
- ☐ 4 Uxbridge
- ☐ 5 Watford (Garston)
- ☐ 6 Other (specify)

Q9i. Where did you and your family last visit a library?

DO NOT READ OUT. MARK ONE BOX ONLY

INTERVIEWERS NOTE: ONLY ENTER THE LOCATION

- ☐ 1 Abbots Langley
- ☐ 2 Amersham
- ☐ 3 Bushey
- ☐ 4 Carpenders Park
- ☐ 5 Chesham
- ☐ 6 Chorleywood
- ☐ 7 Croxley Green
- ☐ 8 Hatch End
- ☐ 9 Hemel Hempstead
- ☐ 10 Kings Langley
- ☐ 11 Leavesden
- ☐ 12 Rickmansworth
- ☐ 13 South Oxhey
- ☐ 14 Watford
- ☐ 15 Mobile library
- ☐ 16 Other (specify)

Demographics. Please READ OUT Statement:

I would now like to ask you a few questions about yourself and your household. These are for survey control purposes only, so we are speaking to a wide range of people in the area, the results will not be released identifying you by name.

Q10. Could I ask which of the following age bands do you fall into?

READ OUT. MARK ONE BOX ONLY

- ☐ 1 18-24 years
- ☐ 2 25-34 years
- ☐ 3 35-44 years
- ☐ 4 45-54 years
- ☐ 5 55-64 years
- ☐ 6 65+ years
- ☐ 7 Refused (DO NOT READ OUT)

Q11. Which of the following best describes YOUR current employment status?

READ OUT. MARK ONE BOX ONLY

- ☐ 1 Employee in a full-time job (30+ hours per week)
- ☐ 2 Employee in a part-time job (under 30 hours per week)
- ☐ 3 Full-time education at school, college or university
- ☐ 4 Looking after the home
- ☐ 5 On a government supported training programme (e.g. Modern Apprenticeship / Training for Work)
- ☐ 6 Permanently sick / disabled
- ☐ 7 Self-employed (full or part-time)
- ☐ 8 Unemployed and available for work
- ☐ 9 Wholly retired from work
- ☐ 10 Refused (DO NOT READ OUT)
- ☐ 11 Other (specify)

Q12a. What is the occupation of the chief wage earner in your household?**IF UNEMPLOYED FOR LESS THAN 6 MONTHS, ASK FOR PREVIOUS OCCUPATION****IF RETIRED, ASK FOR PREVIOUS OCCUPATION****Q12b. SEG**

- ☐ 1 A/B
- ☐ 2 C1
- ☐ 3 C2
- ☐ 4 D/E
- ☐ 5 Refused (DO NOT READ OUT)

Q13. How many people are there in your household (including yourself) aged:**READ OUT LIST. MARK ONE BOX ON EACH ROW**

	1 None	2 1	3 2	4 3	5 4	6 5 or more	7 Refused (DO NOT READ OUT)
Under 17 yrs	☐	☐	☐	☐	☐	☐	☐
18 yrs and over	☐	☐	☐	☐	☐	☐	☐

Q14. How many cars does your household own or have the use of?**MARK ONE BOX ONLY**

- ☐ 1 None
- ☐ 2 1
- ☐ 3 2
- ☐ 4 3 or more
- ☐ 5 Refused (DO NOT READ OUT)

Q15. Gender of respondent

RECORD BY OBSERVATION

- ☐ 1 Male
☐ 2 Female

Q16. Would you be willing to be recontacted for future quality control purposes?

INTERVIEWER NOTE: This will involve an interviewer contacting you and asking you a few brief questions to verify and monitor the quality of this call.

- ☐ 1 Yes
☐ 2 No

INTERVIEWERS PLEASE READ OUT TO ALL RESPONDENTS:

Thank you for participating in this survey. If you wish to check the credentials of RMG:Clarity, I can provide the telephone number for the Market Research Society, who will be able to verify our company.

Would you like to take the number? 0500 39 69 99

Please check your work because once you move on you will not be able to return to this record.

- ☐ 1 Checking (Return to start of survey)
☐ 2 Continue to end of survey

If = 1, goto 'Intro'

If true, set 'AgentName' to question 'S_Agent Name'

Enter your initials to complete the survey

Q1a. Which store or shop do you buy most of your household's main food and grocery shopping?

Base: All respondents			Zone																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Num	%		1	2	3	4	5	6	7	8	9	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%	Num	%	10	%

Q1b. Is there any other store or shop where you do your household's main food and grocery shopping?

Base: All respondents													
Num	%	1	2	3	4	5	6	7	8	9	10	Num	%
1,294	100.0%	78	85	60	76	150.0%	88	160.0%	180	160.0%	86	100.0%	125
23,256	1.8%	29	14	4	21	27.6%	28	31.8%	42	31.8%	17	17.8%	38
52	4.0%	2	2	0	1	1.2%	0	0.0%	2	1.2%	0	0.0%	5
488	3.8%	3	1	1	2	2.6%	0	0.0%	7	5.4%	0	0.0%	15
47	3.6%	6	6	0	4	5.8%	1	1.2%	23	13.9%	9	9.9%	6
14,136	1.1%	11	16	8	13	13.3%	3	3.9%	4	3.4%	0	0.0%	0
43	3.4%	8	12	5	8	8.3%	0	0.0%	2	1.1%	2	1.6%	0
42	3.3%	11	14	4	7	9.2%	2	2.4%	4	3.4%	0	0.0%	0
37	2.9%	2	2	0	0	0.0%	1	1.2%	9	6.9%	0	0.0%	0
35	2.7%	0	0	0	0	0.0%	0	0.0%	14	10.4%	3	2.4%	0
28	2.2%	3	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24	1.9%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21	1.6%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
18	1.4%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
14	1.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
13	1.0%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10	0.8%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
9	0.7%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	0.5%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	0.5%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	0.5%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
6	0.5%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5	0.4%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5	0.4%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5	0.4%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5	0.4%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.3%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.3%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.3%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.3%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2	0.2%	0	0	0	0	0.0%	0</						

Other

[illegible]

Q2. When you do your household's main food shopping at Q1a, how do you usually travel?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: Excluding internet	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	976	100.0%	82	100.0%	86	100.0%	176	100.0%	85	100.0%
Car/Van (as driver)	627	64.3%	51	62.2%	60	69.8%	151	85.3%	53	62.4%
Car/Van (as passenger)	132	13.5%	9	11.0%	9	10.3%	21	11.9%	11	12.9%
Walk	94	9.6%	13	15.9%	14	16.3%	33	18.8%	22	25.9%
Bicycle	71	7.3%	7	8.5%	7	8.0%	16	9.1%	3	3.5%
Goods delivered	32	3.3%	3	3.7%	3	3.5%	16	9.1%	4	4.7%
Taxi	7	0.7%	1	1.2%	1	1.2%	3	1.7%	1	1.2%
Motorcycle	1	0.1%	1	1.2%	1	1.2%	0	0.0%	0	0.0%
Train	3	0.3%	0	0.0%	0	0.0%	0	0.0%	1	1.2%
Other	32	3.3%	1	1.2%	0	0.0%	1	0.6%	0	0.0%
Car - driver or passenger	759	77.7%	60	73.2%	69	80.2%	172	97.3%	64	75.3%
Varies/ use various stores	5	0.5%	0	0.0%	0	0.0%	1	0.6%	0	0.0%
Disabled scooter	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q3. Thinking about your last main food and grocery shopping trip to Q1a, where did your trip start?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: Excluding internet	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	976	100.0%	82	100.0%	86	100.0%	176	100.0%	85	100.0%
Home	864	88.5%	70	85.4%	79	91.9%	154	87.5%	77	90.6%
Work	45	4.6%	1	1.2%	4	4.7%	3	1.7%	2	2.4%
Another store / service - inc. Bank / Post Office	73	7.5%	3	3.7%	3	3.5%	5	2.8%	3	3.5%
Internet / Home delivery	11	1.1%	0	0.0%	0	0.0%	2	1.1%	0	0.0%
Friend / Relatives house	21	2.1%	1	1.2%	1	1.2%	1	0.6%	2	2.4%
Leisure facility - inc. Church	10	1.0%	0	0.0%	0	0.0%	3	1.7%	1	1.2%
Hospital / Doctors / Medical	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
University / College / School	2	0.2%	1	1.2%	0	0.0%	0	0.0%	0	0.0%
Other	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Can't remember	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q3. Thinking about your last main food and grocery shopping trip to Q1a, where did your trip end?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: Excluding internet	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	976	100.0%	82	100.0%	86	100.0%	176	100.0%	85	100.0%
Home	903	92.5%	75	91.4%	76	88.4%	161	91.5%	78	91.8%
Another store / service - inc. Bank / Post Office	31	3.2%	4	4.9%	5	5.8%	6	3.4%	2	2.4%
Friend / Relatives house	34	3.5%	0	0.0%	0	0.0%	3	1.7%	3	3.5%
Internet / Home delivery	30	3.1%	1	1.2%	1	1.2%	1	0.6%	0	0.0%
Leisure facility - inc. Church	7	0.7%	0	0.0%	0	0.0%	1	0.6%	2	2.4%
University / College / School	5	0.5%	0	0.0%	0	0.0%	2	1.1%	0	0.0%
Work	4	0.4%	2	2.4%	1	1.2%	1	0.6%	0	0.0%
Hospital / Doctors / Medical	1	0.1%	0	0.0%	0	0.0%	1	0.6%	0	0.0%
Other	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Can't remember	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A walk	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q4. At which store or shop do you buy most of your household's small scale / top-up shopping?

Base: All respondents	Zone																																	
	Num	%	1	Num	%	2	Num	%	3	Num	%	4	Num	%	5	Num	%	6	Num	%	7	Num	%	8	Num	%	9	Num	%	10	Num	%		
Base: All respondents	1,021	100.0%	28	100.0%	86	100.0%	60	100.0%	76	100.0%	82	100.0%	135	100.0%	130	100.0%	130	100.0%	130	100.0%	130	100.0%	130	100.0%	130	100.0%	130	100.0%	130	100.0%	130	100.0%	130	100.0%
Don't do top-up shopping	372	37.2%	33	12.8%	23	26.7%	13	21.7%	14	18.4%	18	22.0%	35	26.3%	35	26.9%	35	26.9%	35	26.9%	35	26.9%	35	26.9%	35	26.9%	35	26.9%	35	26.9%	35	26.9%	35	26.9%
Waitrose, Green Lane, Northwood	35	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgets, High Street, Abbots Langley	35	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Town Centre, Watford	32	3.2%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, New Road, Croxley Green	28	2.8%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Watford Town Centre	26	2.6%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Watford	24	2.4%	3	3.8%	14	16.3%	5	8.3%	7	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Watford	24	2.4%	3	3.8%	14	16.3%	5	8.3%	7	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgets, Lower Road, Chorleywood	22	2.2%	27	28.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, London Road, Apple Mill, Hemel Hempstead	22	2.2%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Prestwick Road, Olney	21	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Whippendell Road, Watford	20	2.0%	3	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Levensden Green, Katherine Place, College Road, Abbots	15	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, Capendens Park, Watford	18	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Harefield Road, Rickmansworth	18	1.8%	3	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Homestead Road, Rickmansworth	18	1.8%	7	9.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, St Andrews Road, South Olney	15	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Rickmansworth	13	1.3%	13	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgets, Whippendell Road, Watford	14	1.4%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Stone Olney	14	1.4%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Waterfields Way, Watford (edge of town centre/Busley Arches)	12	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Chorleywood	12	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Kings Langley	12	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Lower High Street, Watford	10	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Tudor Parade, Rickmansworth	9	0.9%	2	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, St Albans Road, Watford	9	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, High Street, Kings Langley	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, St Albans Road, Watford	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Jarman Park, Hemel Hempstead	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Baldwins Lane, Croxley Green	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Adda Dome Roundabout, Watford	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Haynes Way, Watford	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Queens Road, Watford	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Watford Road, Croxley Green	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, BP Station, Money Hill/Mill End, Rickmansworth	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Uxbridge Road, Hatch End	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Whippendell Road	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, St Albans Road, Watford	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, St Andrews Road, South Olney	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, New Road Croxley Green	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Tudor Parade, Rickmansworth/Mill End	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Money Hill/Mill End, Rickmansworth	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Little Chalfont	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Station Road, Harrow	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Capendens Park	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Carston	3	0.3%	0	0.0%	0	0.0%	0	0.																										

[illegible]

Q5a. In which town or centre do you buy most of your household's non-food shopping?

Base: All respondents										
Zone										
	1	2	3	4	5	6	7	8	9	
Num	Num	Num	Num	Num	Num	Num	Num	Num	Num	
%	%	%	%	%	%	%	%	%	%	
Base All respondents	1,001	100.0%	78	100.0%	86	100.0%	180	100.0%	175	100.0%
Watford	673	67.2%	50	62.8%	54	62.8%	89	84.4%	83	47.4%
Hemel Hempstead	71	7.1%	3	3.8%	3	3.2%	2	1.1%	5	2.8%
Rickmansworth	53	5.3%	7	9.0%	24	27.9%	5	2.8%	3	1.7%
Uxbridge	37	3.7%	0	0.0%	1	1.3%	0	0.0%	0	0.0%
Internet	24	2.4%	3	3.8%	3	3.6%	1	0.6%	0	0.0%
Don't buy	11	1.1%	1	1.3%	1	1.7%	2	1.1%	4	2.2%
St Albans	10	1.0%	0	0.0%	0	0.0%	0	0.0%	3	1.7%
Catalogue/ mail order	9	0.9%	0	0.0%	0	0.0%	0	0.0%	6	3.4%
Harrow	8	0.8%	1	1.3%	0	0.0%	1	0.6%	1	0.6%
London Brent Cross	8	0.8%	1	1.3%	0	0.0%	1	0.6%	0	0.0%
Chorleywood	7	0.7%	0	0.0%	0	0.0%	0	0.0%	1	0.6%
Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London West End	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxhey/South Oxhey	6	0.6%	0	0.0%	0	0.0%	0	0.0%	3	1.7%
Abbots Langley	6	0.6%	0	0.0%	0	0.0%	1	0.6%	0	0.0%
Amersham	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Costco, Watford	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Watford (Bushey Arches)	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Croxley Green	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London-Westfield	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Watford St Albans Road	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlequin Shopping Centre, Watford	22	2.2%	1	1.3%	0	0.0%	1	0.6%	0	0.0%
Northwood	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruislip	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aspley	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vauxes	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatch End, Pinner	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Luton	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Burnet Road, Watford	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aspley Mills Retail Park, Hemel	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chipperfield	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kensington	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leighton Buzzard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lincoln	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northampton	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinner Green	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Teignmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Telephone with Sainsbury's	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterfield Retail Park, Watford	1	0.1%	0	0.0%	0	0.0%	1	0.6%	0	0.0%
Other	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q5b. Is there any other town or centre where you buy your household's non-food shopping?

Base: All respondents			Zone										
	Num	%	1	2	3	4	5	6	7	8	9	10	%
Base: All respondents	1,051	100.0%	78	86	60	76	160.0%	306	160.0%	160	160.0%	125	100.0%
No other town or centre visited	419	40.0%	32	36	21	31	35.0%	56	52.5%	39	31.5%	36	34.7%
Watford	144	14.4%	12	16	13	6	7.0%	11	10.4%	9	7.0%	3	2.9%
Hemel Hempstead	79	7.9%	3	1	0	5	5.0%	0	0.0%	4	4.4%	5	5.0%
Rickmansworth	41	4.1%	8	11	3	14	18.4%	9	9.0%	8	7.0%	1	1.0%
St Albans	40	4.0%	0	0	0	2	2.0%	3	3.0%	9	9.0%	7	7.0%
London West End	33	3.3%	5	7	3	1	1.0%	7	7.0%	3	3.0%	4	4.0%
London Brent Cross	26	2.6%	0	0	2	3	3.0%	1	1.0%	3	3.0%	1	1.0%
Uxbridge	23	2.3%	1	1	0	3	3.0%	4	4.0%	4	4.0%	0	0.0%
Catalogue/ mail order	22	2.2%	0	2	2	3	3.0%	3	3.0%	2	2.0%	3	3.0%
London Westfield	8	0.8%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amerham	7	0.7%	0	2	1	3	3.0%	1	1.0%	2	2.0%	0	0.0%
High Wycombe	5	0.5%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Watford St Albans Road	4	0.4%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans	3	0.3%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbots Langley	3	0.3%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Osney/ South Osney	2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorleywood	2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Croxley Green	2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Langley	2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Watford (Bussey Arches)	2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bluewater	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Costco, Watford	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London Colney	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Varies	10	1.0%	6	2	0	1	1.0%	3	3.0%	2	2.0%	2	2.0%
Harlequin Shopping Centre, Watford	7	0.7%	0	0	0	1	1.0%	1	1.0%	1	1.0%	2	2.0%
Northwood	7	0.7%	0	0	0	1	1.0%	1	1.0%	1	1.0%	1	1.0%
Pinner	6	0.6%	0	0	0	0	0.0%	1	1.0%	1	1.0%	0	0.0%
Borehamwood	5	0.5%	0	0	0	0	0.0%	4	4.0%	0	0.0%	0	0.0%
Hatfield	5	0.5%	0	0	0	0	0.0%	1	1.0%	3	3.0%	0	0.0%
Milton Keynes	5	0.5%	0	0	0	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Aylesbury	4	0.4%	0	0	0	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Apesley	2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berkhamsted	2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Horslow	2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston-upon-Thames	2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Luton	2	0.2%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Apesley Mills, Hemel Hempstead	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bicester	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpenters Park, Watford	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cresses Centre, High Wycombe	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dorking	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Epsom	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hanley	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kenton, Harrow	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leighton Buzzard	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinner Green	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Richmond	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Watfield Retail Park, Watford	1	0.1%	0	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q6. When you shop for non-food goods, how do you usually travel?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: Exc internet/ catalogue/ don't buy	Num	%	Num	%	Num	%	Num	%	Num	%
Car/Van (as driver)	552	320.0%	73	100.0%	59	100.0%	71	100.0%	82	100.0%
Bus/coach	523	34.6%	51	69.9%	45	54.2%	54	75.4%	69	84.7%
Car/Van (as passenger)	161	39.9%	7	9.6%	18	21.7%	24	33.3%	35	42.7%
Walk	102	30.6%	8	11.0%	7	8.4%	10	13.7%	13	15.9%
Train	80	8.4%	2	2.7%	4	4.8%	3	4.1%	8	9.8%
Taxi	29	3.5%	3	4.1%	2	2.4%	5	6.9%	4	4.9%
Bicycle	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Goods delivered	4	0.3%	0	0.0%	1	1.2%	1	1.4%	1	1.2%
Motorcycle	3	0.3%	0	0.0%	1	1.2%	0	0.0%	0	0.0%
Other	14	3.3%	1	1.4%	2	2.4%	0	0.0%	0	0.0%
Varies	31	3.3%	1	1.4%	2	2.4%	0	0.0%	0	0.0%
Car - driver or passenger	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tube	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q7. Thinking about your last non-food shopping trip to Q5a, where did your trip start?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: Exc internet/ catalogue/ don't buy	Num	%	Num	%	Num	%	Num	%	Num	%
Home	987	320.0%	73	100.0%	59	100.0%	71	100.0%	82	100.0%
Work	56	9.4%	69	94.9%	78	94.0%	70	95.9%	62	84.7%
Another store / service - inc.	22	2.3%	1	1.4%	2	2.4%	1	1.4%	1	1.4%
Leisure facility - inc. Church	31	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Friend / Relatives house	5	0.6%	1	1.4%	0	0.0%	0	0.0%	0	0.0%
Internet / Home Delivery	6	0.6%	2	2.7%	0	0.0%	0	0.0%	0	0.0%
University / College / School	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hospital / Doctors / Medical	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Varies	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Car - driver or passenger	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tube	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q7. Thinking about your last non-food shopping trip to Q5a, where did your trip end?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: Exc internet/ catalogue/ don't buy	Num	%	Num	%	Num	%	Num	%	Num	%
Home	567	320.0%	73	100.0%	59	100.0%	71	100.0%	82	100.0%
Work	881	92.1%	70	95.9%	57	94.9%	71	97.3%	74	95.9%
Another store / service - inc.	54	2.6%	1	1.4%	2	2.4%	0	0.0%	0	0.0%
Leisure facility - inc. Church	13	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Friend / Relatives house	9	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Home Delivery	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
University / College / School	3	0.3%	1	1.4%	0	0.0%	0	0.0%	0	0.0%
Hospital / Doctors / Medical	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Varies	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Car - driver or passenger	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tube	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q8b. At which town or centre does your household spend most money on domestic electrical appliances (eg. fridges and kitchen items?)

Q&B: At which town or centre does your household spend most money on domestic electrical appliances (eg. fridges and kitchen items?)												
	Zone											
	1	2	3	4	5	6	7	8	9	10		
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Watford	1,021	100.0%	78	100.0%	86	100.0%	58	100.0%	106	100.0%	180	100.0%
Internet	438	43.8%	29	37.2%	49	57.0%	33	57.0%	69	65.1%	150	83.3%
Retail Parks/ Out of Centre - Watford (Bushey Arches)	81	8.1%	7	9.0%	6	7.0%	4	6.9%	12	11.3%	17	9.5%
Hemel Hempstead	60	6.0%	1	1.3%	4	4.7%	0	0.0%	3	2.8%	3	1.6%
Abbots Langley	38	3.8%	2	2.6%	0	0.0%	3	5.3%	16	15.1%	18	10.0%
Richmansworth	29	2.9%	6	7.7%	6	6.9%	6	10.3%	0	0.0%	0	0.0%
Uxbridge	27	2.7%	10	12.8%	20	23.2%	2	3.4%	6	5.6%	1	0.5%
Retail Parks/ Out of Centre - Watford Riverside Drive	34	3.4%	0	0.0%	0	0.0%	33	56.9%	2	1.9%	0	0.0%
Catalogue/ mail order	7	0.7%	1	1.3%	1	1.2%	0	0.0%	1	0.9%	0	0.0%
Harrow	6	0.6%	8	10.0%	0	0.0%	0	0.0%	1	0.9%	2	1.1%
Oxley/South Oxley	7	0.7%	1	1.3%	5	5.9%	4	6.9%	1	0.9%	0	0.0%
Retail Parks/ Out of Centre - Costco, Watford	4	0.4%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%
London/Brent Cross	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe	3	0.3%	0	0.0%	6	6.9%	1	1.7%	0	0.0%	3	1.6%
Retail Parks/ Out of Centre - Watford St Albans Road	2	0.2%	1	1.3%	0	0.0%	1	1.7%	0	0.0%	1	0.5%
Amersham	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bushey	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorleywood	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London-West End	1	0.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Albans	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans	78	7.7%	0	0.0%	1	1.2%	0	0.0%	0	0.0%	1	0.5%
Harequon Centre, Watford	52	5.2%	7	9.0%	5	5.9%	12	20.7%	7	6.6%	38	20.0%
Apsey Mills Retail Park, Hemel	44	4.4%	6	7.7%	6	6.9%	0	0.0%	0	0.0%	4	2.2%
Don't buy	36	3.6%	3	3.8%	5	5.8%	2	3.4%	3	2.8%	30	16.7%
Century Park, Watford	33	3.3%	9	11.3%	9	10.3%	3	5.2%	4	3.8%	7	3.9%
Varies/ shop around	11	1.1%	2	2.6%	0	0.0%	0	0.0%	0	0.0%	3	1.6%
Ruislip	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterfields Retail Park, New Road,	6	0.6%	0	0.0%	1	1.2%	2	3.4%	0	0.0%	4	2.2%
Cressex Centre, High Wycombe	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mill End, Rickmansworth	3	0.3%	2	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northwood	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ruislip	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otham Trading Estate, Watford	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinner Green	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Apsey	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aylesbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaconsfield	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Borehamwood	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Can't remember	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cowley	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dorking	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hounslow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Denham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastcote, Towercrest	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hillingdon	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Luton	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hayes Bridge Retail Park, Hayes	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staples Corner Retail Park, Edgware	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tringmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Retail Park, Ruislip	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q8c. At which location does your household spend most money on other electrical goods, such as TV, Hi-Fi and computers?

	Zone																					
	Base: All respondents		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,001	100.0%																				
Watford	476	47.6%	78	16.4%	86	18.0%	56	11.8%	76	15.8%	106	22.3%	180	37.8%	46	9.6%	106	22.3%	125	25.5%	326	65.6%
Internet	96	9.6%	18	3.7%	18	3.7%	14	2.8%	19	3.9%	64	12.9%	60	12.0%	55	11.2%	58	11.8%	23	4.6%	19	3.8%
Retail Parks/ Out of Centre - Watford (Busley Arches)	39	3.9%	3	0.6%	3	0.6%	0	0.0%	2	0.4%	11	2.2%	13	2.6%	5	1.0%	11	2.2%	0	0.0%	5	1.0%
Hemel Hempstead	23	2.3%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbots Langley	24	2.4%	3	0.6%	6	1.2%	9	1.8%	9	1.8%	9	1.8%	9	1.8%	1	0.2%	9	1.8%	24	4.8%	6	1.2%
Uxbridge	11	1.1%	0	0.0%	0	0.0%	11	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13	2.6%
Catalogue/ mail order	10	1.0%	2	0.4%	1	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Costco, Watford	8	0.8%	0	0.0%	0	0.0%	1	0.2%	0	0.0%	1	0.2%	1	0.2%	1	0.2%	2	0.4%	0	0.0%	1	0.2%
Harrow	7	0.7%	1	0.2%	1	0.2%	0	0.0%	0	0.0%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%
Richmansworth	7	0.7%	2	0.4%	2	0.4%	0	0.0%	0	0.0%	2	0.4%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Watford Riverside Drive	4	0.4%	0	0.0%	0	0.0%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	0	0.0%	0	0.0%	1	0.2%	0	0.0%
Retail Parks/ Out of Centre - Watford St Albans Road	4	0.4%	0	0.0%	0	0.0%	0	0.0%	1	0.2%	1	0.2%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Marks & Spencer / Sainsbury's, St Albans	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Croxtley Green	3	0.3%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	1	0.2%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London Brent Cross	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amersham	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorleywood	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe	2	0.2%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London West End	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxney/South Oxley	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Albans	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bushey	1	0.1%	0	0.0%	0	0.0%	1	0.2%	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Langley	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London-Westfield	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harequinn Centre, Watford	57	5.7%	9	1.8%	9	1.8%	3	0.6%	8	1.6%	30	6.0%	14	2.8%	9	1.8%	8	1.6%	18	3.6%	9	1.8%
Don't buy	57	5.7%	3	0.6%	5	1.0%	7	1.4%	2	0.4%	6	1.2%	6	1.2%	3	0.6%	3	0.6%	7	1.4%	4	0.8%
Aspley Mills Retail Park, Hemel	41	4.1%	2	0.4%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2	0.4%	1	0.2%	0	0.0%	2	0.4%	1	0.2%
Century Park, Watford	13	1.3%	0	0.0%	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Varies/ shop around	12	1.2%	0	0.0%	1	0.2%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruislip	9	0.9%	0	0.0%	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cressex Centre, High Wycombe	6	0.6%	1	0.2%	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bovingdon, Hemel Hempstead	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Varies locally	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterfields Retail Park, New Road,	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Donne Roundabout, Watford	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hayes Bridge Retail Park, Hayes	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Imperial Park, Watford	2	0.2%	1	0.2%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chippierfield	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham	1	0.1%	0	0.0%	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Goslington, Milton Keynes	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Luton	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mill End	1	0.1%	0	0.0%	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ruislip	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q8e. Which town or centre does your household spend most money on DIY/ hardware or garden items?

Base: All respondents														
Num	%	1	2	3	4	5	6	7	8	9	10	%		
Zone														
Base: All respondents														
Watford	100.0%	78	100.0%	40	100.0%	88	100.0%	180	100.0%	86	100.0%	127	100.0%	
Retail Parks/ Out of Centre - Watford (Bushey Arches)	353	2.1	28.9%	12	30.2%	35	46.1%	48	45.3%	41	45.3%	44	44.5%	
Hemel Hempstead	162	16.2%	6	3.7%	0	0.0%	21	13.0%	47	26.1%	12	14.3%	11	5.8%
Retail Parks/ Out of Centre - Watford St Albans Road	93	5.3%	2	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	41	32.8%
Chorleywood	14	3.6%	1	1.3%	1	3.2%	3	3.9%	2	1.1%	10	10.5%	9	7.9%
Rickmansworth	25	2.5%	26	25.6%	3	3.9%	5	2.6%	6	5.6%	9	5.9%	6	5.2%
Uxbridge	24	2.4%	5	6.4%	3	3.7%	7	7.9%	1	0.9%	0	0.0%	0	0.0%
St Albans	12	1.2%	1	1.3%	2	3.0%	2	2.3%	0	0.0%	0	0.0%	0	0.0%
Internet	8	0.8%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	3	3.5%	1	2.4%
Catalogue/ mail order	8	0.8%	0	0.0%	3	3.7%	0	0.0%	2	1.1%	0	0.0%	0	0.0%
Osney/South Osney	7	0.7%	0	0.0%	0	0.0%	1	1.3%	1	0.6%	0	0.0%	3	3.5%
Retail Parks/ Out of Centre - Watford Riverside Drive	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	3.0%	2	1.9%
Bushey	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%
Kings Langley	4	0.4%	0	0.0%	0	0.0%	0	0.0%	4	2.2%	0	0.0%	0	0.0%
Abbots Langley	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.4%
Croxtley Green	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.4%
Amerham	2	0.2%	1	1.3%	0	0.0%	3	3.9%	6	6.0%	0	0.0%	0	0.0%
Harrow	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.4%
Retail Parks/ Out of Centre - Costco, Watford	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%
Don't buy	104	10.4%	7	9.0%	12	20.2%	15	17.0%	9	8.3%	10	11.5%	7	5.9%
Apsley Mills Retail Park, Hemel	48	4.8%	4	5.1%	6	9.6%	6	6.9%	6	6.6%	6	6.9%	33	26.4%
Varley/ shop around	28	2.8%	0	0.0%	3	3.9%	5	5.7%	2	1.7%	3	3.0%	3	2.4%
Chipperton	19	1.9%	1	1.2%	0	0.0%	4	5.3%	1	0.8%	2	2.3%	7	5.5%
North Orbital Road, St Albans	12	1.2%	0	0.0%	6	8.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%
Ruislip	12	1.2%	0	0.0%	8	10.4%	0	0.0%	0	0.0%	2	2.3%	1	0.8%
Northwood	10	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Apsley Mill Retail Park, London Road	8	0.8%	1	1.3%	2	3.2%	10	11.4%	0	0.0%	0	0.0%	0	0.0%
Corpenders Park, Watford	7	0.7%	0	0.0%	2	2.8%	0	0.0%	0	0.0%	0	0.0%	4	3.2%
Ducks Hill Road, Ruislip	5	0.5%	0	0.0%	2	3.8%	1	1.3%	4	2.2%	0	0.0%	0	0.0%
Century Retail Park, Watford	4	0.4%	0	0.0%	0	0.0%	0	0.0%	2	1.1%	0	0.0%	0	0.0%
Harlequin Centre, Watford	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.4%
Hayes	4	0.4%	0	0.0%	4	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Battlers Green, Radlett	3	0.3%	0	0.0%	0	0.0%	0	0.0%	1	0.6%	0	0.0%	0	0.0%
Buckinghamshire	3	0.3%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chesham	3	0.3%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Denham	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield	3	0.3%	0	0.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Frogmore Industrial Estate, Hemel	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garston	3	0.3%	0	0.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	1	0.8%
Hatch End	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingswood	3	0.3%	0	0.0%	0	0.0%	0	0.0%	1	0.6%	0	0.0%	0	0.0%
Aylesbury	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Luton	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%
Mill End	3	0.3%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Old Redding	3	0.3%	0	0.0%	0	0.0%	0	0.0%	1	0.6%	0	0.0%	0	0.0%
Radlett	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%
Vauxhall, London	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Retail Park, South Ruislip	3	0.3%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%

Q8f. Which town or centre does your household spend most money on other non-food items such as books, CDs, toys and gifts?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,001	100.0%	86	100.0%	88	100.0%	180	100.0%	86	100.0%
Watford	510	51.0%	38	44.2%	47	53.4%	84	46.7%	33	38.3%
Internet	265	26.5%	20	23.3%	27	30.7%	53	29.4%	20	23.3%
Hemel Hempstead	59	5.9%	3	3.5%	0	0.0%	0	0.0%	0	0.0%
Rickmansworth	27	2.7%	9	10.3%	4	4.5%	1	0.6%	0	0.0%
Uxbridge	26	2.6%	5	5.8%	5	5.7%	1	0.6%	0	0.0%
Chorleywood	18	1.8%	3	3.5%	0	0.0%	0	0.0%	0	0.0%
Oxhey/South Oxhey	11	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Catalogue/ mail order	10	1.0%	2	2.3%	0	0.0%	1	0.6%	0	0.0%
London West End	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Albans	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marrow	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbots Langley	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London Brent Cross	2	0.2%	1	1.2%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Cottox, Watford	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks/ Out of Centre - Watford (Busley Acres)	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amerham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bushey	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Langley	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't buy	78	7.8%	4	4.7%	5	5.7%	13	7.2%	7	8.1%
Harlequin Shopping Centre, Watford	33	3.3%	2	2.3%	2	2.3%	3	1.7%	1	1.2%
Varies/ shop around	17	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northwood	8	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport/ duty free	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berkhamstead	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dome Roundabout, Watford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lewershook Green, Hemel Hempstead	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Smallford, St Albans	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatfield	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	445	44.5%	44	51.2%	56	63.6%	81	45.0%	31	36.0%

Q9. How often do you and your family visit the CINEMA?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,001	100.0%	86	100.0%	88	100.0%	180	100.0%	86	100.0%
More than once a week	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	18	1.8%	4	4.7%	9	10.3%	3	1.7%	5	5.8%
Once a fortnight	10	1.0%	3	3.5%	2	2.3%	2	1.1%	4	4.7%
Once every three weeks	30	3.0%	7	8.1%	3	3.5%	7	3.9%	1	1.2%
Once a month	111	11.1%	8	9.3%	9	10.3%	22	12.2%	35	40.7%
Less often	399	39.9%	29	33.7%	40	45.5%	67	37.2%	44	51.2%
Never	445	44.5%	44	51.2%	56	63.6%	81	45.0%	31	36.0%

Q9. How often do you and your family visit the THEATRE?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,001	100.0%	86	100.0%	88	100.0%	180	100.0%	86	100.0%
More than once a week	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a fortnight	9	0.9%	2	2.3%	1	1.1%	2	1.1%	1	1.2%
Once every three weeks	6	0.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%
Once a month	54	5.4%	4	4.7%	6	6.8%	16	8.9%	8	9.3%
Less often	529	52.9%	47	54.7%	52	59.1%	93	51.7%	44	51.2%
Never	358	35.8%	37	43.0%	35	39.7%	67	37.2%	31	36.0%

Q9. How often do you and your family visit a PUB/ BAR?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,001	100.0%	86	100.0%	88	100.0%	180	100.0%	86	100.0%
More than once a week	44	4.4%	4	4.7%	2	2.3%	7	3.9%	8	9.3%
Once a week	121	12.1%	9	10.3%	5	5.7%	14	7.8%	16	18.6%
Once a fortnight	59	5.9%	6	7.0%	3	3.4%	7	3.9%	7	8.1%
Once every three weeks	38	3.8%	2	2.3%	1	1.1%	6	3.3%	3	3.5%
Once a month	102	10.2%	11	12.8%	10	11.4%	13	7.2%	6	7.0%
Less often	173	17.3%	15	17.4%	18	20.5%	37	20.6%	32	36.9%
Never	473	47.3%	39	45.3%	48	54.5%	77	42.8%	34	39.5%

Q9. How often do you and your family visit a RESTAURANT?

	Zone																			
	1		2		3		4		5		6		7		8		9		10	
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,031	100.0%	78	100.0%	86	100.0%	60	100.0%	76	100.0%	98	100.0%	109	100.0%	130	100.0%	135	100.0%	116	100.0%
More than once a week	46	4.5%	3	3.9%	4	4.7%	2	3.3%	2	2.6%	3	3.1%	4	3.1%	4	3.1%	4	3.0%	2	1.7%
Once a week	96	9.3%	11	14.1%	9	10.5%	2	3.3%	8	10.5%	13	13.3%	7	6.4%	13	10.0%	10	7.4%	8	6.9%
Once a fortnight	129	12.5%	17	21.8%	9	10.5%	7	11.7%	13	17.1%	10	10.2%	13	11.9%	28	21.5%	16	11.9%	17	14.7%
Once every three weeks	36	3.5%	4	5.1%	6	7.0%	5	8.3%	3	3.9%	6	6.1%	4	3.6%	4	3.1%	2	1.5%	2	1.7%
Once a month	235	22.8%	15	19.2%	20	23.3%	15	25.0%	22	28.9%	22	22.4%	24	21.9%	41	31.5%	25	18.5%	28	24.1%
Less often	331	32.0%	43	55.1%	21	24.4%	36	60.0%	71	93.4%	43	43.9%	32	26.6%	29	22.3%	24	17.8%	41	35.3%
Never	316	30.8%	16	20.5%	18	20.9%	11	18.3%	1	1.3%	9	9.2%	10	8.3%	29	22.3%	13	9.6%	16	13.8%

Q9. How often do you and your family visit a NIGHTCLUB?

	Zone																					
	Base: All respondents		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,031	100.0%	78	100.0%	86	100.0%	69	100.0%	76	100.0%	89	100.0%	100	100.0%	100	100.0%	100	100.0%	123	100.0%	135	100.0%
More than once a week	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%
Once a week	8	0.8%	0	0.0%	0	0.0%	3	3.7%	2	2.6%	0	0.0%	0	0.0%	2	1.1%	1	1.2%	2	1.6%	0	0.0%
Once a fortnight	8	0.8%	9	9.0%	4	4.7%	6	6.6%	6	6.9%	9	9.9%	9	9.9%	3	2.3%	3	3.3%	2	1.6%	0	0.0%
Once every three weeks	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	3.3%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a month	31	3.0%	3	3.8%	4	4.7%	3	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.6%	3	2.3%
Less often	23	2.2%	2	2.6%	3	3.5%	3	3.6%	5	5.9%	1	1.1%	3	3.3%	2	1.7%	1	1.2%	4	3.1%	1	0.8%
Never	347	33.6%	25	25.6%	81	94.3%	57	67.2%	23	27.3%	36	40.3%	103	107.0%	110	107.0%	113	107.0%	113	107.0%	113	107.0%

Q9. How often do you and your family go to BINGO?

Zone																						
	1		2		3		4		5		6		7		8		9		10		11	
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,001	100.0%	78	100.0%	86	100.0%	64	100.0%	76	100.0%	88	100.0%	106	100.0%	180	100.0%	86	100.0%	123	100.0%	118	100.0%
More than once a week	7	0.7%	0	0.0%	0	0.0%	0	0.0%	2	2.6%	0	0.0%	2	1.9%	2	1.1%	0	0.0%	2	1.6%	0	0.0%
Once a week	19	1.9%	1	1.3%	2	2.3%	4	6.2%	6	7.9%	9	10.2%	4	3.8%	2	1.1%	2	2.3%	0	0.0%	4	3.4%
Once a fortnight	4	0.4%	0	0.0%	0	0.0%	1	1.5%	0	0.0%	3	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a month	37	3.7%	6	7.7%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	1	0.8%
Less often	17	1.7%	1	1.3%	1	1.2%	6	9.4%	6	7.9%	6	6.8%	3	2.8%	1	0.5%	6	6.9%	4	3.1%	3	2.5%
Never	559	55.8%	27	34.6%	81	94.3%	54	84.4%	24	31.6%	80	90.9%	95	89.7%	175	97.2%	63	73.3%	118	96.8%	110	94.9%

Q9. How often do you and your family visit a HEALTH & FITNESS CENTRE?

	Zone																			
	1		2		3		4		5		6		7		8		9		10	
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,031	100.0%	78	100.0%	86	100.0%	69	100.0%	76	100.0%	88	100.0%	106	100.0%	186	100.0%	125	100.0%	116	100.0%
More than once a week	346	33.6%	11	14.1%	11	12.8%	9	13.0%	13	17.1%	13	14.8%	7	6.6%	13	18.7%	13	15.1%	22	17.3%
Once a week	101	10.3%	8	10.1%	4	4.7%	9	13.0%	11	14.5%	13	14.9%	13	12.5%	38	51.3%	10	11.6%	9	7.2%
Once a fortnight	20	1.9%	3	3.8%	1	1.2%	1	1.4%	0	0.0%	1	1.1%	1	0.9%	1	0.6%	6	6.8%	6	4.8%
Once every three weeks	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	1	0.8%	1	0.8%
Once a month	127	12.4%	2	2.6%	3	3.2%	3	4.3%	9	11.7%	3	3.4%	6	5.6%	2	2.3%	9	9.6%	3	2.3%
Less often	277	26.8%	0	0.0%	1	1.2%	1	1.4%	3	3.9%	2	2.3%	6	5.7%	3	3.9%	3	3.4%	4	3.4%
Never	331	32.0%	54	69.2%	68	79.1%	40	57.9%	49	64.5%	63	69.3%	84	79.2%	118	63.5%	90	72.8%	79	68.1%

Q9. How often do you and your family go TENPIN BOWLING?

	Zone											
	1	2	3	4	5	6	7	8	9	10	%	
Base: All respondents	Num	Num	Num	Num	Num	Num	Num	Num	Num	Num	Num	
Base: All respondents	1,031	86	60	76	88	100	130	100	175	100	130	
More than once a week	1	0	0	0	1	0	0	0	0	0	0	
Once a week	2	3	0	0	0	0	0	0	0	0	0	
Once a fortnight	1	0	0	0	0	0	0	0	0	0	0	
Once a month	8	0	0	1	0	0	0	0	0	0	0	
Less often	323	343	15	69	77	90	130	17	73	29	25	
Never	400	415	45	65	89	100	130	100	100	100	100	

Q9. How often do you and your family visit the LIBRARY?

	Zone											
	Num	%	1	2	3	4	5	6	7	8	9	10
Base: All respondents	Num	%	Num	Num	Num	Num	Num	Num	Num	Num	Num	Num
Base: All respondents	1,001	100.0%	78	86	96	76	82	106	186	86	171	116
More than once a week	32	3.2%	2	6	6	3	4	4	4	5	2	3
Once a week	69	7.0%	6	15.3%	6	15.5%	7	8.5%	10	5	5	5
Once a fortnight	41	4.1%	1	3	4	8	5	3	13	2	13	9
Once every three weeks	108	10.8%	12	34	35	8	4	3	2	3	4	3
Once a month	124	12.4%	17	44	46	11	11	11	15	13	17	15
Less often	533	53.3%	47	44	32	33	45	63	93	45	78	75
Over												

Q9a. Where did you and your family last visit the CINEMA?

Base: Those visiting the cinema		Zone									
	Num	1	2	3	4	5	6	7	8	9	10
		Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting the cinema	1536	427	100.00	427	100.00	30	100.00	48	100.00	50	100.00
Watford / Carston / Vue	323	27	6.32	23	5.41	5	16.67	46	92.00	38	85.96
Hemel Hempstead	32	3	9.38	3	9.38	0	0.00	0	0.00	0	0.00
Harrow	33	0	0.00	3	9.09	0	0.00	0	0.00	0	0.00
Uxbridge	27	0	0.00	2	7.41	16	59.26	0	0.00	0	0.00
Beckinslade	13	1	7.69	0	0.00	0	0.00	0	0.00	0	0.00
London West End	12	2	16.67	0	0.00	0	0.00	0	0.00	0	0.00
London Other	9	1	11.11	0	0.00	0	0.00	0	0.00	0	0.00
Gerrards Cross	7	2	28.57	0	0.00	0	0.00	0	0.00	0	0.00
High Wycombe	4	1	25.00	0	0.00	0	0.00	0	0.00	0	0.00
London - Westfield	2	2	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Rickmansworth	10	2	20.00	0	0.00	0	0.00	0	0.00	0	0.00
Can't remember	5	1	20.00	0	0.00	0	0.00	0	0.00	0	0.00
Hatfield	4	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Abroad	3	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Birmingham	2	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Uxbridge	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Aberdeen	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Amersham	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Beaconsfield	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Berkton	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Cardiff	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Eland	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Fakenham	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Hayes	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Iver Heath	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Milton Keynes	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pinney	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Richmond	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Sarrit	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Southall	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Gerrards Cross	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Other	1	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00

Q9b. Where did you and your family last visit the THEATRE?

	Zone									
	1	2	3	4	5	6	7	8	9	10
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting the theatre	601	100.0%	49	20.0%	58	100.0%	47	100.0%	53	100.0%
London West End	319	53.1%	29	59.2%	20	34.5%	25	53.2%	17	32.1%
Walford	105	17.6%	8	16.3%	1	1.7%	12	25.5%	31	58.5%
London Other	31	5.2%	2	4.1%	3	5.2%	3	6.4%	4	7.5%
Bickmansworth	17	2.8%	7	14.3%	2	3.5%	2	4.3%	3	5.7%
High Wycombe	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes	10	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windsor	7	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aylesbury	6	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Albans	6	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hayes	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Langley	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altrincham	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Can't remember	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hemel Hempstead	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radlett	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruislip	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford-upon-Avon	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardiff	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheska	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford, Kent	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunstable	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leavesden	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Potters Bar	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sheffield	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stammore	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northwood	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q9C: Where did you and your family last visit a PUB/ BAR?

Base: Those visiting pubs/ bars																						Zone																					
Num		1		2		3		4		5		6		7		8		9		10																							
Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%																						
Watford (Town Centre)	526	100.0%	49	100.0%	47	100.0%	26	100.0%	41	100.0%	40	100.0%	31	100.0%	103	100.0%	52	100.0%	70	100.0%	57	100.0%																					
Watford (Town Centre)	83	15.8%	2	4.1%	3	6.4%	1	3.8%	6	14.6%	0	0.0%	4	12.9%	41	98.8%	16	30.8%	70	122.8%	10	17.5%																					
Watford (other)	63	12.0%	9	16.9%	32	68.1%	3	11.5%	8	19.5%	7	17.5%	7	22.6%	5	12.2%	6	11.5%	1	1.7%	1	1.7%																					
Croley Green	54	9.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Chorleywood	33	6.3%	3	5.8%	2	4.3%	0	0.0%	20	48.8%	0	0.0%	0	0.0%	17	40.5%	28	53.8%	1	1.4%	1	1.4%																					
Albion Langley	24	4.6%	15	28.3%	3	6.4%	9	26.9%	6	14.6%	6	17.7%	0	0.0%	0	0.0%	3	5.8%	0	0.0%	0	0.0%																					
Northwood	22	4.2%	0	0.0%	0	0.0%	0	0.0%	1	2.4%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Chippierfield	22	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Kings Langley	21	4.0%	0	0.0%	1	2.1%	1	3.8%	0	0.0%	16	40.0%	3	9.7%	2	4.9%	0	0.0%	1	1.4%	18	26.3%																					
Henel Hempstead	20	3.8%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Sarrat	18	3.4%	9	16.9%	9	19.1%	0	0.0%	2	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16	22.9%	0	0.0%																					
Bushley	35	6.7%	6	11.5%	3	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	17.1%	0	0.0%																					
Harefield	11	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Oxley	6	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Caston	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Levensden	4	0.8%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Berkhamstead	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
March End	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Pinnet	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Chesham	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Bovingdon	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Maple Cross	14	2.7%	6	12.0%	1	2.1%	2	7.7%	1	2.3%	2	6.5%	2	6.5%	3	7.9%	2	3.8%	7	12.6%	0	0.0%																					
Central London	8	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
St Albans	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Rushley	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Uxbridge	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Ickenham, Greater London	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Leverstock Green	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
North London	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Amersham	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Aylesbury	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Buckinghamshire	2	0.4%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Chandlers Cross	2	0.4%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Chenies	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Hempstead, London	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Norfolk	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Oldham, Manchester	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Chiswick	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Abingdon	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Aspley	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Beaconsfield	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Bourne End	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Can't remember	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Canterbury, Kent	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Cassbury	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Chiswell Green	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Covent Garden, London	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Ealing	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Edgware	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Epston	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Flamden	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Gerards Cross	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Great Yarmouth	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Greenford	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																					
Harpender	1	0.2%	0	0.0%	0	0.0%</																																					

Q9d. Where did you and your family last visit a RESTAURANT?

	Zone									
	1	2	3	4	5	6	7	8	9	10
Base: Those visiting restaurants										
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting restaurants	233	100.0%	66	100.0%	47	100.0%	59	100.0%	151	100.0%
	131	56.2%	3	4.5%	3	6.4%	7	10.3%	4	2.6%
Wardford (Town Centre)	25	10.7%	19	28.8%	5	10.6%	37	52.7%	2	1.3%
Beaconsfield	6	2.6%	1	1.5%	0	0.0%	5	7.0%	0	0.0%
Wardford (Other)	47	20.2%	2	3.0%	0	0.0%	1	1.4%	0	0.0%
Henley-on-Thames	45	19.3%	0	0.0%	4	8.5%	1	1.4%	0	0.0%
Northwood	47	20.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bushley	33	14.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosley Green	26	11.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorleywood	19	8.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbots Langley	38	16.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Langley	15	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garsington	34	14.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harefield	31	13.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sarrat	10	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatch End	9	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chipperton	8	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Princes Risborough	4	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berkhamstead	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chesterham	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bovingdon	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpendish Park	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leavesden	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maple Cross	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Osney	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Can't remember	37	16.3%	4	6.1%	1	2.1%	6	8.7%	2	1.3%
	10	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London, Westend	44	19.3%	3	4.5%	1	2.1%	7	10.1%	4	2.6%
St Albans	27	11.6%	0	0.0%	1	2.1%	0	0.0%	0	0.0%
Denham	12	5.1%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Buslip	24	10.3%	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Harrow	9	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amersham	8	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	8	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	5	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	5	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gerards Cross	4	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radlett	4	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chandlers Cross	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chesham	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Chalfont, Buckinghamshire	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Covent Garden, London	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Luton	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northampton	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stamford	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Teddington	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windsor	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Apsey	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aston Clinton	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaconsfield	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bourne End	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridgeville	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bromley	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckinghamshire	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burgess Park	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canterbury, Kent	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chalfont	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chesham	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cornwall	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crouch End, North London	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dorking	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunstable	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastbourne	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edgware	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edgware, Wilmshlow	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Essex	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Exeter	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham Common	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatch End	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hayes	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huddersfield	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kenton	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingsbury	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Cross, London	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lake District	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Larn, Scotland	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leamington Spa	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Millon Keynes	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mitchell	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

[illegible]

Q9h. Where did you and your family last go BOWLING?

	Zone									
	Base: Those going bowling		1		2		3		4	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those going bowling	1295	100.0%	11	100.0%	15	100.0%	15	100.0%	10	100.0%
Welford (Garston)	131	10.1%	7	63.6%	9	60.0%	5	33.3%	10	100.0%
Hemel Hempstead	29	2.3%	1	9.1%	5	33.3%	5	33.3%	5	50.0%
Harrow	3	0.2%	1	9.1%	0	0.0%	1	6.7%	0	0.0%
High Wycombe	18	1.4%	2	18.2%	0	0.0%	1	6.7%	0	0.0%
Woodslee Leisure Park, North Orkney	5	0.4%	0	0.0%	1	6.7%	5	33.3%	0	0.0%
Airport Bowl, Heathrow Airport	5	0.4%	0	0.0%	1	6.7%	4	26.7%	0	0.0%
Park Royal, Acton, London	5	0.4%	0	0.0%	0	0.0%	2	13.3%	0	0.0%
Can't remember	2	0.2%	1	9.1%	1	6.7%	0	0.0%	0	0.0%
Elveden Forest, Brandon, Suffolk	2	0.2%	1	9.1%	0	0.0%	0	0.0%	0	0.0%
Luton	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bradford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stewards Forest, Nottinghamshire	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunstable	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Felton	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stonewall	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ilchester, Wellingborough	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stamford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Taunton, Somerset	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	3	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q9i. Where did you and your family last visit a LIBRARY?

	Zone									
	Base: Those visiting a library		1		2		3		4	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting a library	470	100.0%	41	100.0%	42	100.0%	28	100.0%	55	100.0%
Welford	110	23.4%	2	4.9%	1	2.4%	0	0.0%	2	3.6%
Rickmansworth	71	15.1%	12	29.3%	38	90.5%	5	17.9%	5	9.1%
South Oxley	55	11.7%	1	2.4%	0	0.0%	0	0.0%	1	1.8%
Croftley Green	33	7.0%	2	4.9%	0	0.0%	0	0.0%	45	81.8%
Abbots Langley	34	7.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorleywood	26	5.5%	23	56.1%	1	2.4%	0	0.0%	2	3.6%
Kings Langley	20	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hemel Hempstead	21	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mobile library	10	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bosley	8	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leavesden	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northwood	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harfield	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Levenshock Green	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bovingdon	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kensington	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leighton Buzzard	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London - Piccadilly	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radlett	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q10. Age group of respondent

	Zone									
	Base: All respondents		1		2		3		4	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,021	100.0%	78	100.0%	65	100.0%	60	100.0%	75	100.0%
18-24 years	10	1.0%	1	1.3%	0	0.0%	0	0.0%	1	1.3%
25-34 years	30	3.0%	2	2.6%	3	4.6%	2	3.3%	5	6.7%
35-44 years	67	6.6%	2	2.6%	8	12.3%	4	6.7%	4	5.3%
45-54 years	143	14.0%	8	10.3%	12	18.5%	12	20.0%	10	13.3%
55-64 years	201	20.0%	18	23.1%	10	15.4%	12	20.0%	14	18.7%
65+ years	466	45.6%	42	53.8%	31	47.7%	29	48.3%	29	38.7%
Refused	53	5.2%	5	6.4%	4	6.2%	2	3.3%	5	6.7%

Base: All respondents			Zone									
	Num	%	1	2	3	4	5	6	7	8	9	10
Base: All respondents	1,001	100.0%	78	86	50	76	86	106	180	86	125	110
Wholly retired from work	511	51.0%	46	54	32	48	47	55	89	49	79	62
Employee in a full-time job (10+ hours per week)	488	48.8%	32	30	18	31	34	35	36	34	25	53
Employee in a part-time job (under 10 hours per week)	114	11.4%	8	7	9	10	9	9	27	16	17	16
Looking after the home	49	4.9%	5	4	3	3	5	6	8	3	3	7
Retired	49	4.9%	5	4	3	3	5	6	8	3	3	7
Self-employed (full or part-time)	41	4.1%	4	4	2	4	3	8	5	4	3	4
Unemployed and available for work	27	2.7%	2	2	3	2	3	3	10	3	3	2
Permanently sick / disabled	8	0.8%	0	0	1	0	4	5	3	5	4	3
On a government supported training programme (e.g. Modern	1	0.1%	0	0	0	0	0	0	2	0	0	0
Unemployed - full time carer for	1	0.1%	1	1	0	0	0	0	1	0	0	0
Semi-retired	4	0.4%	3	3	0	1	1	1	0	0	0	0
Foster carer	1	0.1%	0	1	0	0	0	0	0	0	0	0
Part-time education, part-time	1	0.1%	0	0	0	0	0	0	0	0	0	0
Part-time self-employed, part-time	3	0.3%	0	0	0	0	0	0	0	0	0	1
Unable to work at the moment	1	0.1%	0	0	0	0	0	0	1	0	0	0

Q12. SEC of chief wage earner:													
Base: All respondents			Zone										
	Num	%	1	2	3	4	5	6	7	8	9	10	
Base: All respondents	1,501	100.0%	78	86	100.0%	76	100.0%	106	100.0%	86	100.0%	116	100.0%
A/B	234	23.4%	14	15	10.8%	13	17.3%	16	14.1%	25	29.3%	27	24.1%
C1	367	36.7%	31	24	30.7%	24	31.0%	37	34.9%	32	37.2%	24	46.8%
C2	179	17.9%	7	17	19.8%	20	28.3%	4	4.5%	37	37.6%	27	21.6%
D/E	120	12.0%	7	11	14.8%	8	11.8%	19	17.5%	11	12.8%	18	14.4%
Refused	99	9.9%	8	8	10.3%	10	13.2%	9	9.5%	5	5.8%	7	7.2%

Base: All respondents														Zone													
	Num	%	1		2		3		4		5		6		7		8		9		10						
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%					
Base: All respondents	1,091	100.0%	78	100.0%	86	100.0%	62	100.0%	76	100.0%	88	100.0%	106	100.0%	180	100.0%	86	100.0%	125	100.0%	116	100.0%					
	792	79.1%	69	69.0%	68	69.0%	50	50.0%	57	57.0%	70	70.0%	84	79.2%	130	72.2%	72	83.7%	107	85.6%	98	85.4%					
	21	1.9%	1	1.0%	1	1.0%	4	4.0%	4	4.0%	6	6.0%	6	5.7%	11	6.1%	3	3.5%	8	6.4%	7	6.1%					
Under 17 years	58	5.8%	5	6.4%	5	6.4%	4	5.8%	4	6.7%	3	4.1%	6	7.9%	11	16.1%	5	5.8%	4	5.2%	5	5.2%					
	38	3.8%	3	3.8%	3	3.8%	2	2.6%	0	0.0%	1	1.3%	3	3.9%	2	2.6%	0	0.0%	3	3.2%	0	0.0%					
	3	0.3%	1	1.3%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.8%	0	0.0%					
18 years and over	509	50.9%	5	0.4%	1	0.4%	0	0.0%	0	0.0%	3	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%					
	58	5.8%	5	6.4%	5	6.4%	3	3.8%	7	10.9%	7	8.5%	7	8.5%	14	16.5%	5	5.8%	2	1.6%	4	3.6%					
	312	31.2%	23	29.5%	26	32.7%	23	29.5%	21	27.7%	3	3.9%	0	0.0%	1	1.3%	3	3.9%	0	0.0%	4	3.6%					
5 or more	458	45.8%	46	59.0%	46	59.0%	27	34.4%	33	42.3%	44	56.3%	45	57.7%	58	73.2%	76	96.3%	41	51.5%	61	76.9%					
	191	19.1%	14	17.9%	14	17.9%	8	10.1%	10	12.7%	9	11.3%	13	16.3%	21	26.6%	32	40.5%	58	73.2%	102	128.4%					
	47	4.7%	4	5.1%	4	5.1%	3	3.8%	5	6.4%	4	5.1%	2	2.5%	17	21.5%	5	6.4%	8	10.1%	8	10.1%					
Refused	39	3.9%	3	3.8%	3	3.8%	0	0.0%	1	1.3%	3	3.9%	2	2.5%	2	2.6%	3	3.9%	1	0.8%	4	3.6%					
	58	5.8%	5	6.4%	5	6.4%	4	5.1%	7	8.9%	7	8.9%	8	10.1%	14	17.9%	6	7.7%	2	2.5%	4	5.1%					
	10	1.0%	1	1.3%	1	1.3%	1	1.3%	1	1.3%	1	1.3%	1	1.3%	1	1.3%	1	1.3%	1	0.8%	1	1.0%					

Q14. How many cars does your household own or have the use of?													
Base: All respondents			Zone										
	Num	%	1	2	3	4	5	6	7	8	9	10	%
Base: All respondents	1,001	100.0%	78	86	60	100.0%	368	100.0%	140	100.0%	125	100.0%	10.2%
None	170	17.0%	13	13	13	12.3%	13	12.3%	13	12.3%	20	18.0%	13.8%
1	417	41.7%	29	34	30	30.0%	36	30.0%	33	27.5%	48	41.4%	40.0%
2	286	28.6%	23	22	14	23.85%	27	28.46%	23	23.96%	38	38.4%	30.0%
3 or more	75	7.5%	6	4	2	3.96%	2	3.96%	3	4.47%	3	4.47%	3.39%
Refused	53	5.3%	6	5	3	5.77%	7	6.92%	7	6.92%	4	4.76%	4.67%

		Q15. Gender of respondent											
		Zone											
	Base: All respondents	1	2	3	4	5	6	7	8	9	10		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	1,001	100.0%	78	100.0%	76	100.0%	86	100.0%	180	100.0%	125	100.0%	
Male	292	29.2%	24	10.8%	23	35.0%	28	33.8%	66	36.7%	30	24.0%	
Female	709	70.8%	54	69.2%	53	65.0%	58	65.6%	114	63.3%	95	76.0%	

		Q16. Would you be willing to be recontacted for future quality control purposes?											
		Zone											
	Base: All respondents	1	2	3	4	5	6	7	8	9	10		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	1,621	100.0%	78	86	60	76	88	106	180	100.0%	116	100.0%	
Yes	713	71.3%	59	59	42	61	54	69	126	70.9%	87	75.9%	
No	280	28.7%	19	27	18	15	34	37	54	30.0%	29	25.0%	

Q12. SEG of chief wage earner:

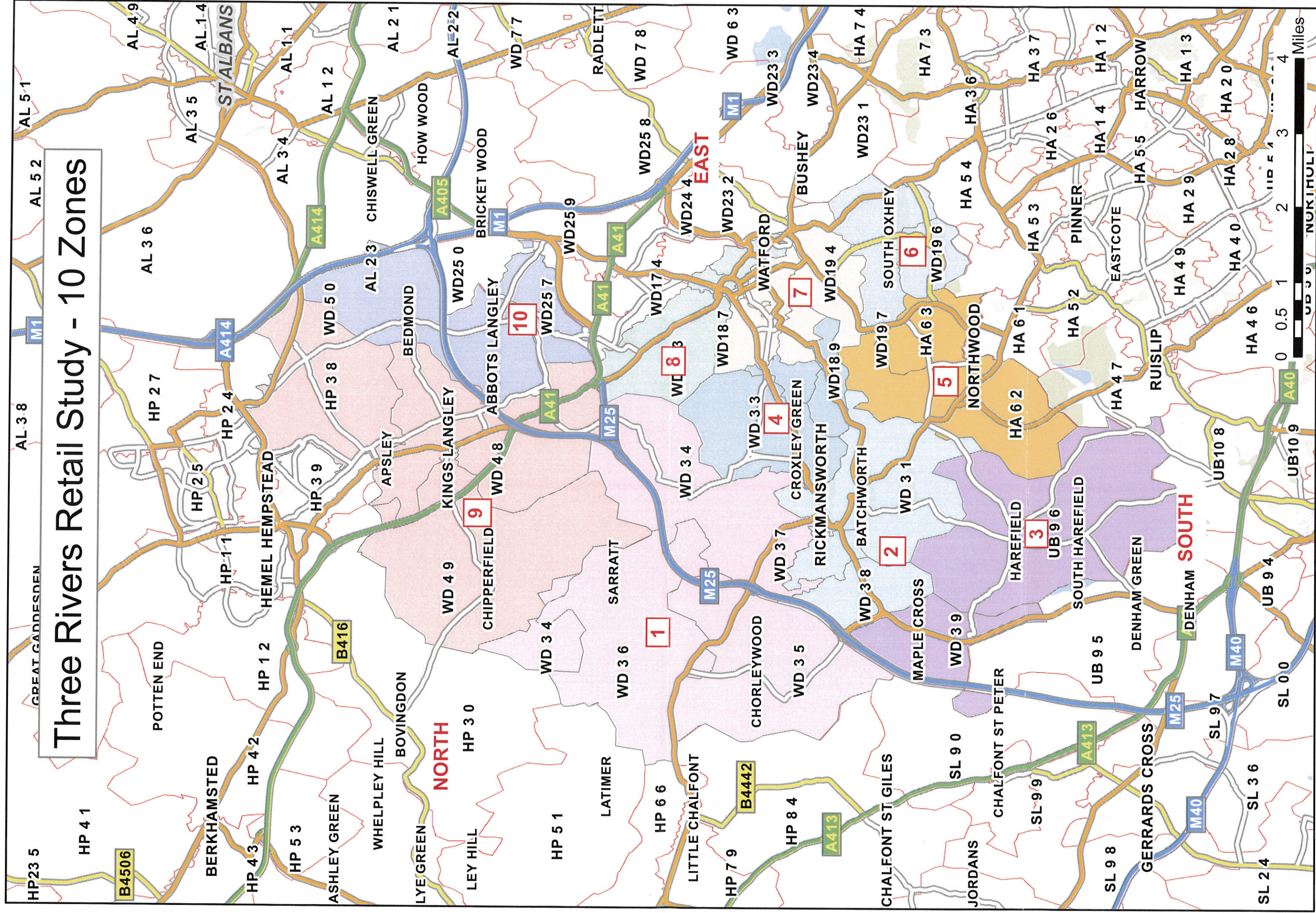
Q13. How many people are there in your household (including yourself) aged 17

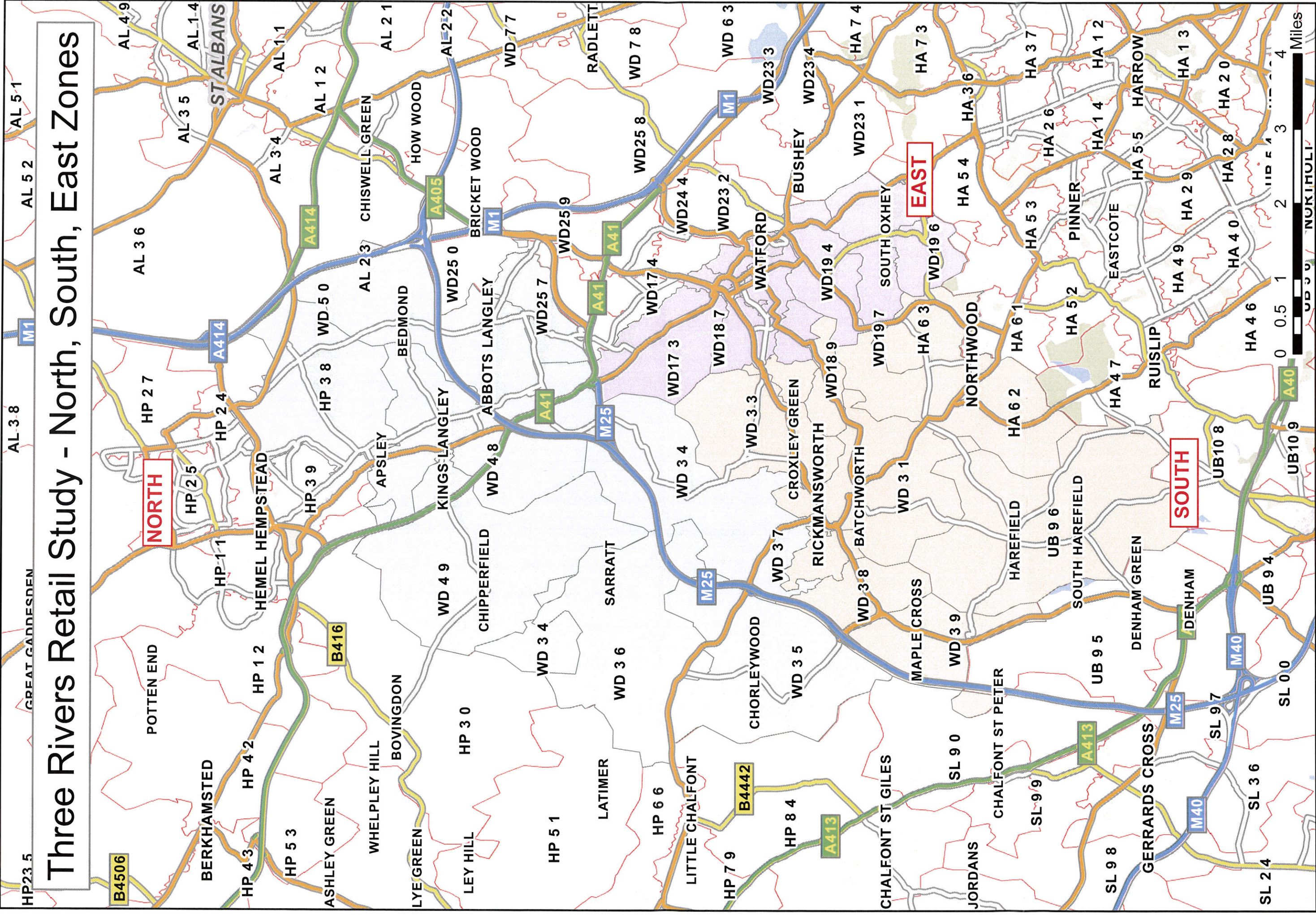
Q14. How many cars does your household own or have the use of?

Q15. Gender of respondent

Q16. Would you be willing to be recontacted for future quality control purposes?

Three Rivers Retail Study - 10 Zones





Three Rivers Retail Study - North, South, East Zones